LITERATURE OF MANUFACTURERS

Catalogues, bulletins, and direct advertising material recently issued. Manufacturers are requested to send copies of new trade literature promptly to Electric Refrigeration News.

Schurtz

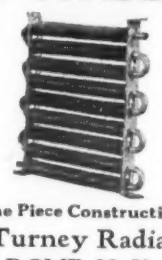
Three leaflets have been received which describe the Schurtz System absorption type system of refrigeration for commercial uses. Photoghaphs of water and air cooled models are included and a diagrammatic sketch shows how the system operates.

Oil-O-Matic

The Williams Oil-O-Matic Heating Corp., Bloomington, Ill., has sent in four direct mail pieces describing the Williams Dist-O-Matic burner designed primarily for small homes and for installation in any type of furnace.

DRINKING WATER FAUCETS
for
Refrigerators - - Water Coolers
Cordley & Hayes
1 Leonard St. New York City

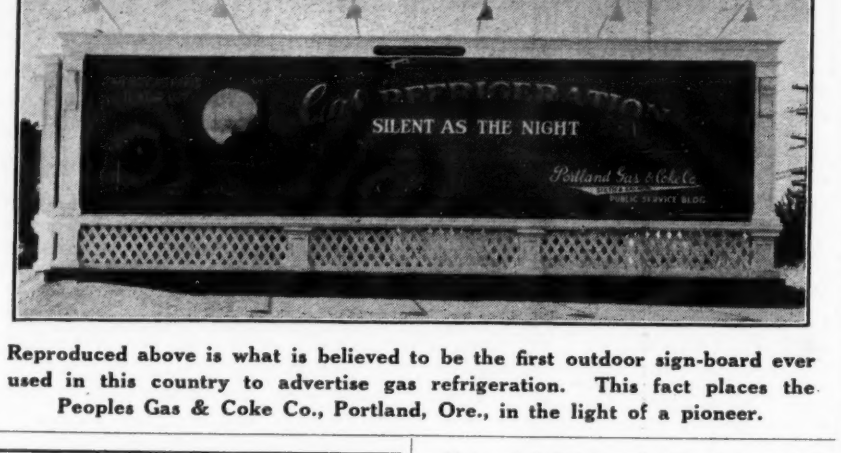
Distinctive Refrigeration Hardware
PATENTED TRIPLOCK
Winters & Crampton Mfg. Co., Grand Rapids, Mich.

Specify
ROME CONDENSERS

One Piece Construction
Rome Turney Radiator Co.
ROME, N. Y.

PATENTS
Searches, reports, opinions by a Specialist in
Refrigeration
H. R. VAN DEVENTER
Solicitor of Patents
Refrigeration Engineer
342 Madison Ave., N. Y.

Refrigerators equipt with - - -
WIRFS PATENTED
AIRTITE CUSHION GASKET
operate economically
E. J. WIRFS ORGANIZATION, Inc.
135 S. 17th St., St. Louis, Mo.

Pioneering for the Gas Machine



Reproduced above is what is believed to be the first outdoor sign-board ever used in this country to advertise gas refrigeration. This fact places the Peoples Gas & Coke Co., Portland, Ore., in the light of a pioneer.

REQUESTS FOR INFORMATION

Readers who can assist in furnishing correct answers to inquiries or who can supply additional information are invited to address Electric Refrigeration News, referring to the query number.

Refrigeration Books for Salesmen

Query No. 128—The librarian of a Boston central station makes this request: "Can you recommend to us a good book on electric refrigerators, one that would be of value to our salesmen?"

Note—Please refer to the books listed under Query No. 124, page 16, column one of the September 12, 1928, issue.—Editor.

Manufacturers of Dry Ice

Query No. 129—A hardware firm in San Angelo, Tex., writes: "We would certainly appreciate any information you can give us in regards to Dry Ice. We are anxious to line up with the manufacturer of this product for this section of Texas but do not know who to take it up with."

Note—Carbon dioxide ice is made by the Dry Ice Corp. of America, 50 E. 42nd St., New York City, N. Y., and by the Solid Carbonic Co., Ltd., 100 E. 42nd St., New York City.—Editor.

Magnet Operated SO_2 Valve

Query No. 130—"Will you give me the name of a manufacturer building a magnet operated shut-off SO_2 valve?"—F. E. L. Springdale, Pa.

Refrigerator Gaskets Wanted

Query No. 131—A manufacturer of refrigerators in Toronton, Canada, writes "Would you kindly inform us as to the names of firms who could supply us with gaskets for refrigerators."

Note—We would refer you to E. J. Wirfs Organization, 134 S. 17th St., St. Louis, Mo.—Editor.

Kerosene-Fired Absorption Machine

Query No. 132—A New York export house makes the following request: "We would be interested in learning whether you know of anyone making a machine which uses kerosene for heating purposes and is similar to the Icy-Ball refrigerator manufactured by the Crosley Radio Corp."

The Schurtz System

Query No. 133—A concern dealing in plumbing supplies in Muskogee, Okla. writes: "I am very much interested in knowing more about the new Schurtz gas-fired absorption system of refrigeration using ammonia as a refrigerant, in connection with float and check valves to form the cycle. I wonder if you will kindly give the name and address of the concern which manufacturers this job."

Note—A brief description of the Schurtz appears elsewhere in this issue of the NEWS. Further information may be obtained by writing to The Schurtz System of Refrigeration, P. O. Box 874, Kansas City, Mo.—Editor.

Methyl-Chloride

Query No. 134—An electric refrigeration dealer in Fort Wayne, Ind., writes: "Will you be good enough to tell me where we can purchase methyl-chloride?"

Note—We would suggest that you communicate with the Roessler & Hasslacher Chemical Co., Niagara Falls, N. Y.—Editor.

Silica Gel Information

Query No. 135—A plumbing and heating contractor in Lake Charles, La., writes: "Please let us have information on silica gel as well as the name of the manufacturer and the controlling corporation."

Note—Silica Gel is manufactured by the Silica Gel Corp., Baltimore, Md., a subsidiary of the Davison Chemical Co., also of Baltimore. The rights for the use of silica gel for refrigeration purposes are held by the Copeland Silica Gel Corp., Detroit, Mich., with the exception that the rights to the use of this adsorber in refrigeration equipment to be used in railway cars and boats are held by the Safety Car Heating and Lighting Co., New York City. The Davison Chemical Co. has issued a booklet "What Silica Gel Is and What It Does." An article entitled "Silica Gel, What It Is and How It Works," by Glen Muffly, chief engineer of Copeland, appeared in the March 28, 1928, issue of ELECTRIC REFRIGERATION NEWS.

Address of Dry Ice Corp.

Query No. 136—A battery service company in Medford, Mass., makes this request: "Would like to get address of the Dry Ice Mfg. Co. of New York City."

Note—The address of the Dry Ice Corp., is 50 E. 42nd St., New York City.—Editor.

Knock Down Cabinets

Query No. 137—A manufacturer of electrical appliances in New York writes: "We have been advised that some firm has been advertising a knock-down refrigerator cabinet in your publication. We are very much interested in this item, and would appreciate your giving us the name and address of this concern."

Note—The name of the concern to which you refer is the Haskelite Corp., located at 120 South La Salle St., Chicago, Ill.—Editor.

NEW DEALERS & DISTRIBUTORS

Recent appointments announced by manufacturers and new sales outlets reported from the field.

By Sparklets, Inc., New York

Distributors—
Electrical Equipment Co., Morgantown, W. Va.
Copeland Refrigeration Co., 12 Virginia St., Charleston-on-Kanawha, W. Va.

Dealers—
Kansas Gas & Electric Co., Wichita, Kans.
H. D. Raiche, Neenah, Wisc.
Narragansett Electric Co., Providence, R. I.
Menominee & Marinette Light & Traction Co., Menominee, Mich.
Isabell Electric Co., 92 Main St., North Adams, Mass.
Ross-Huntress Co., Rutland, Vt.
H. H. Warren, 532 Main St., Bennington, Vt.
Household Refrigeration Sales Co., Lexington, Ky.
Southwestern Light & Power Co., Oklahoma City, Okla.
Werner Co., Easton, Pa.
Fall River Gas Works Co., Fall River, Mass.
Iceless Refrigeration, Inc., Rockville Centre, L. I. N. Y.
J. Smith Lanier, West Point, Ga.
Gas Refrigerator Sales, Edinburg, Tex.
Peterson Bros., 1413 Norris St., Camden, N. J.
W. H. Bodine & Co., Bellows Falls, Vt.
Union Gas & Electric Co., Bloomington, Ill.
Automatic Electric Equipment Co., Jacksonville, Fla.
Public Service Co. of New Hampshire, Manchester, N. H.
Gulf States Utilities Co., Beaumont, Tex.
Providence Gas Co., Providence, R. I.
Fall Mountain Electric Co., Worcester, Mass.
John Hague, 3925 Utah St., St. Louis, Mo.
Davis-Brown Electric Co., Ithaca, N. Y.
John M. Maris Co., 40 Barclay St., New York, N. Y.
L. C. Gunther, Inc., Middletown, N. Y.
Knoxville Power & Light Co., Knoxville, Tenn.
Wisconsin Power & Light Co., 900 Gay Bldg., Madison, Wisc.
Stone & Webster, Inc., 49 Federal St., Boston, Mass.
Bowen Bros. Electric Light & Power Co., Philipsburg, Mont.

"PLEASE CHANGE MY ADDRESS"

Recent movements of Electric Refrigeration News subscribers as indicated by requests for changes in mailing addresses.

Baird, J. W., from O'Henry Hotel, Greensboro, N. C., to Francis Marion, Charleston, S. C.

Bartram, Stuart, from Suite 2021 Stevens Hotel, Chicago, Ill., to Commercial Refrigerator Mfg. Co., 1020 East 59th St., Los Angeles, Calif.

Beebe, F. E., from 18608 Lake Shore Blvd. to 18914 Nottingham Rd., Cleveland, Ohio.

Bergendahl, C. A., from Zerozone Chicago Co., Glenlake at Clark, to 1130 Cornelia Ave., Chicago, Ill.

Betzendorfer, Jos. J., from 2345 Derry St. to Rm. 34, Central Y. M. C. A., Harrisburg, Pa.

Bigelow Suply Co., from 33 North Willow St. to Box 124, Trenton, N. J.

Cassidy, John D., from Kelvinator Sales Corp., 1 West 47th St., New York, N. Y., to Kelvinator Sales Corp., 32-27 Queens Blvd., Long Island City, N. Y.

Clawson, R. E., from 23 N. Third St. to 1402 North Twelfth St., Vincennes, Ind.

Clevenger, E. G., from 4003 Wentworth Ave. to 4808 Bloomington Ave., Minneapolis, Minn.

Collins, E. H., from 2032 Ave. G., Ensley, Ala., to 2113 S. Eleventh St., Birmingham, Ala.

Currie, W., from 9050 Bryden Ave. to 12637 Wyoming Ave., Detroit, Mich.

Davis, G. C., from c/o Technical Bureau, Barber Asphalt Co., Maurer, N. J., to 77 Pingree St., Detroit, Mich.

Dennison, P. G., from 988 Mineral St. to 388 23rd Ave., Milwaukee, Wisc.

Dunbar, E. V., from 577 Peachtree St., N. E., to 414 W. Peachtree St., N. W., Atlanta, Ga.

Elin Refrigeration Co., from 328 Washington St. to 1007 Broad St., Newark, N. J.

Flickinger, F. N., from 1207 Edward Ave. to 1218 Ethel Ave., Lakewood, Ohio.

Foersterling, Fred., from Rm. 1108, 644 E. Lake, to 151 N. Michigan, Box 1, Chicago, Ill.

Grady, Ernest, from Welch to Beckley, West Virginia.

Gray, John E., from 510½ E. Grand Ave. to 945 West Grand Ave., Beloit, Wisc.

Hale, A. E., from 15840 Monica to 15066 Sussex Ave., Detroit, Mich.

Haney, A. A., from Box 1478, San Antonio, Texas to Box 1731, Fort Worth, Texas.

Harding, O. H., from 2111 Myra Court, Brooklyn, N. Y., to 121-15 103rd Ave., Richmond Hill, L. I.

Harrold, Elmer, from 288 Main St. to 53 Legion Parkway, Brockton, Mass.

Harwell Rubber Co. from 5 East 44th St. to 11 West 42nd St., New York, N. Y.

Hochne, Wm., from 1510 15th St. to 1282 39th St., Milwaukee, Wisc.

Hodenpyl, Hardy & Co., from 14 Wall St. to 20 Pine St., New York, N .Y.

Hydro Elec. Cooler Corp., from 760 Leader Bldg. to 1500 Superior Ave., Cleveland, Ohio.

Knowles, E. A., from 819 New York Ave. to 2018 Walnut St., Evansville, Ind.

Lassiter, J. R., from 120 Broadway to 7 East 45th St., New York, N. Y.

Leach, Elmer, from Sabine Pass & Emmett Sts. to 1018 Goodhue, Beaumont, Texas.

Loranger, H. R., from Box 263, Hillsdale, Mich., to 2242 Emerson Ave., Dayton, Ohio.

Mason, Trafton, from 280 Union St., New Bedford, Mass., to 834 Commonwealth Ave., Boston, Mass.

McCarty, Harry B., from 113 W. Colfax Ave. to 121 W. Colfax Ave., South Bend, Ind.

Miller, P. E., from Automat Freezer Co., Fort Clark Hotel to 1450 Pallister Ave., Detroit, Mich.

Nicodemus, C. W., from 5633 Virginia to 410 West 39, Kensas City, Mo.

Overhoff, B. F., from 908 Pine St. to 109 N. 10th St., St. Louis, Mo.

Page, E., from 912 Partland St. to 121 McCandless Ave., Pittsburgh, Pa.

Pinney, C. B., from 709 Boylston St., Boston, Mass., to 711 Washington Ave., S. E., Minneapolis, Minn.

Rosenblum, David, from 347 Madison Ave. to 350 Madison Ave., New York, N. Y.

Russell, Hope, from 2116 Bryan St. to 1956 Nash St., Sioux City, Iowa.

Schaditz, Wm. H., from 5426 Windsor Ave., Chicago, Ill., to 1004 Poplar St., West Bend, Wisc.

Schneider, Alfred J., from 105 Woodbine Ave., Merchantville, N. J., to 3024 Federal St., Camden, N. J.

Smith, J. H., from 2610 Hooker to 13305 La Salle Blvd., Apt. 104, Detroit, Mich.

Sowards, E. H., from P. O. Box 388, Pikeville, Ky., to 304 11th Ave., Huntington, W. Va.

Steiner, F. X., from 624 Holland to 31 E. 12, Erie, Pa.

Stern, Harold C., from 707 Securities Bldg. to 227 Securities Bldg., Seattle, Wash.

Stewart, D. C., from 3601 Chestnut St. to 4601 Chester Ave., Philadelphia, Pa.

Stoll, Frank A., from 5517 Spokane Ave. to 5307 Linsdale Ave., Detroit, Mich.

Swarthout, Harry H., from 750 Kenwood Ave. to 945 W. Grand Ave., Beloit, Wisc.

Very, Wm. R. M., from Apt. B-5, Greenleigh Ct. Apts., Merchantville, N. J., to c/o Walt Whitman Hotel, Camden, N. J.

Waters, S. J., from 138 W. 113th St. to 1280 Sheridan Ave., New York, N. Y.

THE CONDENSER

ADDRESS REPLIES to box advertisements to Electric Refrigeration News, 554 Maccabees Building, Detroit, Mich.

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion $3.00, additional words six cents each. Three insertions $8.00, additional words sixteen cents each.

POSITIONS WANTED

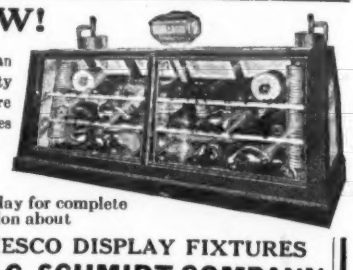
Wish to make connection with dealer or distributor, have had sixteen years experience, all branches of refrigeration. At present employed as District Sales Manager, but desire connection where duties will not require as much traveling. Capable organizing and controlling retail sales department. Confident can convince as to ability and character. Box 100.

Sales organizer formerly connected with electric refrigeration manufacturer doing sales organization work, and as branch manager, supervising sales, installation and service, desires making connection with manufacturer or large distributor in managerial capacity. Have been branch and division manager for several other concerns, understand resale operations and have contacted central stations. Box 101.

A General Sales Manager (Delco-Light and Frigidaire trained), eleven years in the small refrigerating machine industry, solicits an interview with the president of a company, who is at present manufacturing a household and small commercial refrigerating machine, with the object of making a new connection. Thoroughly familiar with the manufacture, service problems, and sales distribution of piston type and gear type machines, also flooded system cooling units. Address Box No. 108.

The manufacturer interested in discussing the employment of a seasoned sales executive, with a highly successful experience in electric refrigeration, who appreciates the necessity of organization and knows how to develop and maintain it; a sound thinker and hard worker, who, through his own hard work and "brass tacks" method inspires the loyalty and enthusiasm of the salesmen and dealers with whom he works, is invited to address Box No. 110, Electric Refrigeration News. An interview will be arranged by the "third party," who inserts this advertisement.

Refrigeration Service Co., Inc.
SERVICE SPECIALISTS—Installations, Alterations, Repairs, Inspection, Reconditioning, Maintenance
New York City Tel.: Chickering 0460
Nights, Sundays or Holidays, Susquehanna 4500
Office and Works 449 West 42nd St. Warehouse 281 11th Ave.

NOW!
Here is an opportunity to assure bigger sales and a better profit.

Write today for complete information about
THESCO DISPLAY FIXTURES
The C. SCHMIDT COMPANY
John and Livingston Streets
THE HOME OF THESCO PRODUCTS
Cincinnati, Ohio Est. 1870 Inc. 1907

NOVOID CORKBOARD
For all commercial jobs you will find NOVOID Corkboard Insulation the most satisfactory insulating material for the purpose. It is convenient to use. It comes in 12"x36" and 24"x36" sheets, in 1", 1½", 2", 3", and 4" thicknesses. Shipped in strong fibre containers, each containing 72 board feet. Samples on request.
Write for Catalog E-2
CORK IMPORT CORP.
345-349 W. 40th St., New York
Branches in Principal Cities

LASSEN — TEMPERATURE — PRESSURE — CONTROLS
POSITIVE RANGE AND DIFFERENTIAL ADJUSTMENT
NON-DETERIORATING MERCURY TUBE SWITCH—MEET ALL REQUIREMENTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET DETROIT, MICH.

HOUSEHOLD QUALITY SERVICE COMMERCIAL
HERRICK
THE ARISTOCRAT OF REFRIGERATORS
for
ELECTRIC REFRIGERATION
HERRICK REFRIGERATOR CO.,
1019 Cedar St. Waterloo, Iowa

Subscription Order

ELECTRIC REFRIGERATION NEWS,
554 MACCABEES BUILDING, DETROIT, MICH.

Please enter my subscription to Electric Refrigeration News.

United States and Possessions:

☐ $2.00 per year. ☐ Three years for $5.00.

All other Countries:

☐ $2.25 per year. ☐ Two years for $4.00.

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash

Name_____

Street Address_____

City and State_____

Remarks:_____

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

VOL. 3, NO. 3, SERIAL NO. 53 | Copyright 1928 by Business News Pub. Co. | DETROIT, MICHIGAN, OCTOBER 10, 1928 | Entered as second class matter August 1, 1927, at the Post Office, Detroit, Michigan. | PRICE FIFTEEN CENTS

GAS REFRIGERATION WELL DISPLAYED AT A. G. A. CONVENTION

Servel-Electrolux, Silica Gel and Ice-O-Lator Units Demonstrated to Gas Utility Executives

ENGINEERS and commercial executives of the gas utility companies are being given an opportunity to see gas refrigeration in actual operation for a variety of applications at the annual exhibition of the American Gas Association being held in Atlantic City this week. Displays of Electrolux units by Servel, Inc., Evansville, Ind.; Silica Gel equipment by Copeland Products, Inc., Detroit, Mich., and Ice-O-Lator apparatus by National Refrigerating Co., New Haven, Conn., immediately attracted the attention of visitors because of the great possibilities which this new application of gas heat offers to the industry.

Servel presents a complete line of Electrolux units including domestic cabinets in 4, 5, 7 and 10 cu. ft. capacity; two types of water coolers; a 4-hole ice cream cabinet and a combination gas range and refrigerator. The central feature of the exhibit consists of two self-contained cabinets in a large glass-enclosed case. A gas flame is used to heat the interior of the glass case to a temperature of 100 degrees F., this temperature being shown by a large thermometer which may be read through the glass. Alongside of the case are recording thermometers showing the temperatures inside each of the refrigerators. This demonstration is made to prove the refrigerating ability of the unit under extreme conditions.

Three of the models exhibited by Servel are brand new—including the water cooler, 4-hole ice cream cabinet and the No. EL-10, the latter being a 10 cu. ft. cabinet. These units are not yet in production and are being displayed to get the reaction of the trade.

Servel representatives in attendance at the convention include F. E. Sellman, H. W. Foulds, J. E. Janney, B. O. Brown, Seward Abbott, C. A. Miller and A. Lenning.

Copeland Silica Gel Corp., a subsidiary of Copeland Products, Inc., exhibits two sizes of Silica Gel units for commercial applications, including a Stanley Knight soda fountain, a Seeger walk-in butcher-box and display case, and two types of water coolers.

The Silica Gel units shown were of the new upright type. The Copeland factory is not yet in full production on this equipment but is displaying the system to familiarize the industry with its operation and applications.

Representatives of the Copeland company at Atlantic City were W. D. McElhinny, vice-president; A. M. Taylor, advertising manager, and F. R. West, engineer. The Stanley Knight Co. is represented by Leslie Arnett. Seeger Refrigerator Co. is represented by Walter Seeger.

National Refrigerating Co., New Haven, Conn., exhibits three sizes of Ice-O-Lator units for remote installation in connection with several sizes of domestic cabinets. The Ice-O-Lator unit is not designed to be installed in the cabinet.

National Refrigerating Co. is represented by L. H. Thompson, vice-president; F. H. Knapp, vice-president; G. W. Keller, sales manager, and J. A. Lunn, sales engineer.

The Welsbach Co., Gloucester, N. J., manufacturers of electric refrigerators and gas appliances has an attractive exhibit at the convention. This company does not manufacture a gas-operated refrigerator but displayed an electrically-operated water-cooler in its exhibit of gas appliances.

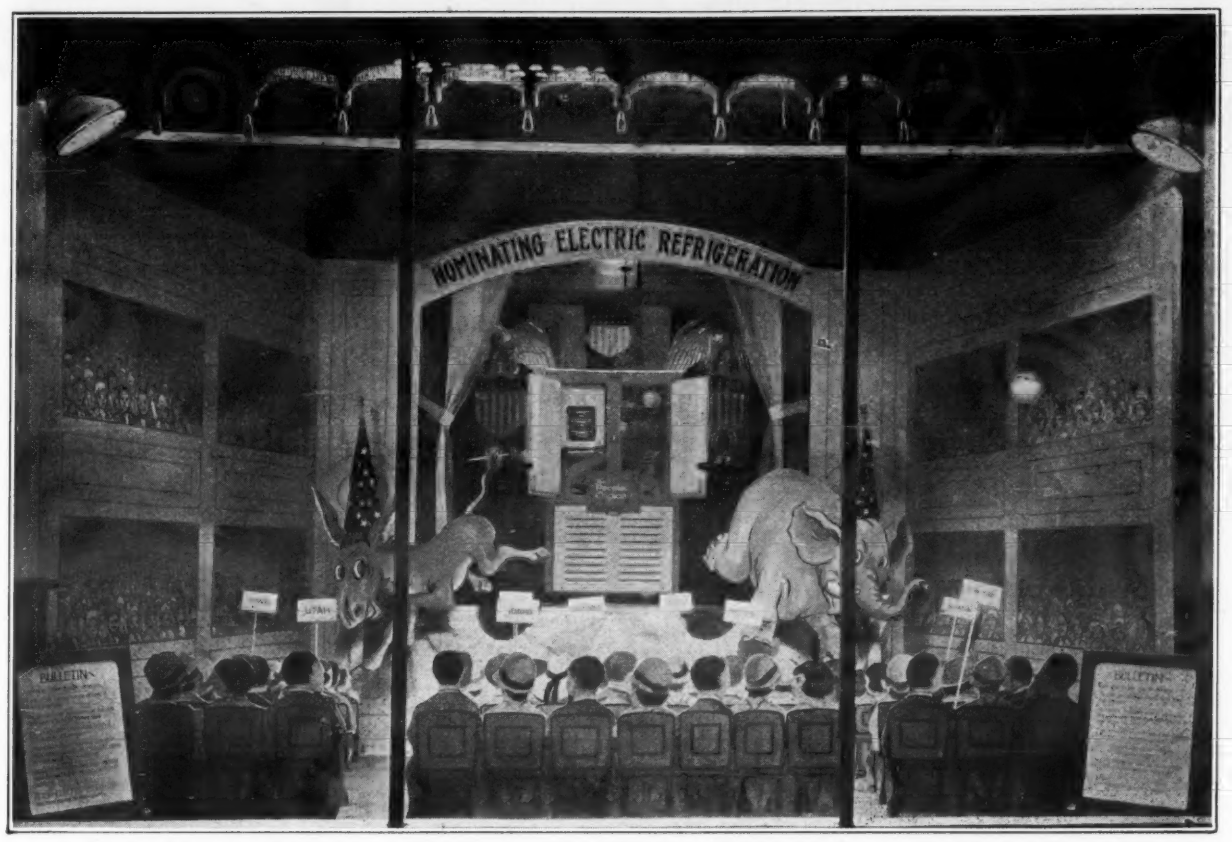
Among other companies manufacturing products for the gas industry and which are also interested in refrigeration, having exhibits, is the Porcelain Enamel & Mfg. Co. of Baltimore, Md. W. R. Greer, general sales manager, Harry Goudy, assistant sales manager, Richard Turk, works manager, and Lee Hoffman, editor of the *American Enameler*, were in attendance.

Philip H. Harrison & Co. Moves Main Office

Philip H. Harrison & Co., General Electric distributor, Newark, N. J., has moved its executive offices to new quarters at 28 Halsey Street. The building at 60 Central Avenue, where the headquarters were previously located, is being retained as a retail sales branch. The Home Service Department, under the direction of Consuelo M. Kelley, will also stay at 69 Central Avenue.

The Philip H. Harrison & Co. also maintains branches at 4 Sloan Street, South Orange; 211 Broad Street, Elizabeth; and 75 Sip Avenue, Jersey City, N. J.

St. Joseph Utility Display Places Refrigeration on the Platforms of Both Parties



Politics and electric refrigeration were played as the two great interests of the country in a novel window display prepared by Harper Lindsay of the St. Joseph Railway, Light, Heat & Power Co., St. Joseph, Mo. The display was used shortly after the Republican and Democratic Conventions and attracted a great deal of attention because of its clever presentation of a timely subject.

ASSOCIATED GAS & ELECTRIC PLANS BIG INCREASE FOR 1929

The Associated Gas and Electric Co., New York, is selling six times as many electric and gas refrigerators this year as during 1927, the total running between 2,500 and 3,000 units, according to the statement by W. D. Guy, manager of the electric refrigeration department of the company, in an interview at the annual convention of the American Gas Association in Atlantic City, October 8 to 12. The quota for 1929 will be four times that of 1928, Mr. Guy says. Frigidaire, Kelvinator and General Electric units, also the Electrolux and Ice-O-Lator gas refrigerators are sold by the subsidiaries of the Associated Gas and Electric Co.

G. E. DISTRIBUTORS MAKING BIG DRIVE FOR WINTER SALES

Headquarters Men Attending Series of Meetings in all Parts of Country

A series of winter sales meetings of unusual proportions is being carried on by the General Electric organization. Four teams of headquarters representatives have been traveling over the country attending the series of elaborately staged distributor-dealer meetings starting September 17 and which will come to a close October 31. Large attendance and great enthusiasm is being reported from the various trade centers.

Winter refrigeration for the home, the apartment house market and commercial applications are being given special attention. Production of the General Electric factories is being increased on a large scale and the distributing organization is being keyed up to handle a large volume of business during the coming months. Distributors and dealers were somewhat handicapped during the last summer due to delayed deliveries after the big stock accumulated by the General Electric factories during the previous winter had been exhausted. Reports from the General Electric factories indicate that distributors and dealers will be able to secure machines as ordered in the future.

Among the General Electric representatives from Cleveland, Schenectady and Fort Wayne who are taking part in the programs of distributors are the follow-

(*Concluded on Page 2, Col. 3*)

Predicts Electric Cooling Will Soon Be Universal in Dairy Industry

ELECTRIC refrigeration has come to all divisions of the dairy industry at a most opportune time when all progressive operators are searching for new and sound methods of increasing consumption by quality protection. I predict that the electric cabinets, electric soda fountains, and milk cooling and holding devices will be in almost universal use in the very near future. Electric refrigeration will play a large and important part in this forward movement.

D. M. DORMAN, President,
Dairy and Ice Cream Machinery and Supplies Association.

A Human Interest Appeal of New and Unusual Character

SUPPLEMENTING the more prosaic forms of advertising, R. Cooper, Jr., Inc., Chicago General Electric distributors, are making a unique appeal to the buying public through the display of unusually attractive sculptured pieces placed at strategic points throughout the city. The first of these pieces stands at the corner of Sheridan Road and Jarvis Ave., shown above. Other locations are being selected with extreme care for it is realized that the setting plays an important part in the effect achieved. The refrigerator and figures are approximately life size. This type of advertising is one which has been popular in California for some time.

DAIRY SHOW MARKS DEBUT OF MUCH NEW COOLING EQUIPMENT

Elaborate Displays Open at Cleveland on Oct. 15

THE biggest event of the year in connection with the dairy and ice cream industries is the Dairy Industries Exposition which opens in the Public Auditorium at Cleveland, Ohio, on Oct. 15 and closes on Oct. 20, during which time the 28th annual convention of the International Association of Ice Cream Manufacturers and the annual convention of the International Association of Milk Dealers will be held.

Practically every type of equipment used in connection with the dairy and allied businesses will be represented in the display which will cover more than five acres.

Not only will the event bring together elaborate exhibits of equipment but it will also be a representative gathering of those individuals prominently connected with the dairy and ice cream and related industries.

See following pages for news of electrically-refrigerated dairy and ice cream equipment and a directory of manufacturers.

Last year's exposition, also held at Cleveland, marked the peak in attendance at such an affair with about 10,000 visitors, 7,000 of whom were identified with the ice cream trade. The exhibits in the public auditorium were estimated to have a value ranging between $1,250,000.00 and $1,300,000.00

Electric refrigeration people have come to look upon the event as being the logical place for the announcement of changes and additions to the lines of ice cream cabinets, milk coolers, condensing and cooling units in commercial sizes offered by the various manufacturers. Pre-convention reports indicate that the exhibits of electric refrigeration manufacturers will hold a prominent place at the Exposition.

LOS ANGELES WORKS ON NEW ORDINANCES FOR REFRIGERATION

First Action Taken at Meeting on Sept. 27

A MEETING of refrigeration men was held under the auspices of the Builders' Exchange of Los Angeles, Calif., on Sept. 27, to start action on the drawing up of changes in regulations pertaining to the installation and inspection of mechanical refrigeration equipment to be included in a revised ordinance for the city of Los Angeles.

The meeting of these refrigeration people was the result of a meeting held on June 11 at the Builders' Exchange at which the Board of Building and Safety Commission met with some fifty delegates of the various building crafts and industries for the purpose of formulating plans and creating machinery for the revision and codification of the ordinances of the city of Los Angeles.

The meeting on Sept. 27 was called to order by Mano Zan, secretary of the Executive Committee of Ordinance Revision and Codification Conference. Mr. Zan called on A. B. Wicks, heating and ventilating engineer of the Board of Building and Safety, who discussed the present ordinance regarding the inspection of refrigeration equipment and suggested that possibly a fee charged on a tonnage basis, for each installation, would take care of the cost of inspection and that possibly a plan might be worked out for bonding refrigerating companies in order that workmanship might be guaranteed.

A general discussion followed, during which Ivan de Jongh, of Frigidaire Corp., brought out the moral responsibility resting upon those whose duty it would be to assist in revising the ordinances. These revisions, he said, will have a bearing upon the health and happiness of the community and should be made with this in mind as well with the welfare of the industry considered. He mentioned the division between the household remote and self-contained units and the larger commercial ammonia plants and suggested that segregated committees of each branch of the business be appointed to formulate the new ordinances and that the findings of the two committees be submitted to the Executive Committee.

A motion was made by J. Laichinger, of the York Ice Machinery Corp., that the

firms in the household refrigerating business and those companies in commercial refrigeration each appoint a committee to formulate such changes for a new ordinance as they believe would apply to their particular section of the industry, and that the findings of the two committees be submitted to the Executive Committee of the Ordinance Revision and Codification Conference, to be worked into a revised ordinance. The motion was seconded by A. L. Spring, of California Servel, Inc., and was carried.

The companies with their representatives at the meeting follow:

Firm	Representative
A-1 Ice Machine Co.	John Rogers
California Servel, Inc.	A. L. Spring
California Servel, Inc.	W. L. Wyatt
Copeland Co.	L. B. Williams
Frigidaire Corp.	Ivan L. de Jongh
Frigidaire Corp.	Elmer S. Riley
General Elec. Refrig.— Geo. Belsey Co.	George Belsey
Kelvinator	W. H. Collins
Refrigerating and Mechanical Equipment Co.	C. C. Hagen
Stewart Ice Machine Co.	M. L. Stewart
Ward Refrig. and Mfg. Co. (cabinets only)	E. E. Martin
Western Refrigerating Co.	Martin J. O'Brien
York Ice Machinery Corp.	J. Laichinger
Zerozone	G. Eustace Foy

A. B. Wicks, heating and ventilating engineer, Building and Safety Board.
D. S. Bowman, consulting engineer.
V. E. Pierret, captain, L. A. Fire Department.
R. I. Jones, representing ELECTRIC REFRIGERATION NEWS.
James Peitsch, representing S. W. Butchers' Supply Co.

Houston Men Patent New Type of Cooling Coil

Patents have been granted to George T. Smiley and Walter R. Ohse, of Houston, Texas, on a new type of refrigerating coil constructed of tubes and brine tanks or a cast coil, the plates being inclined at an downward and outward angle. The spaces between these plates or brine tanks serve as flues.

The coil, it is said, will increase the flow of air and bv this increase lower temperatures are secured in less time and less frosting takes place than with the usual type of coil.

BINDERS FOR THE NEWS NOW AVAILABLE

Two Types Offered—Covers Stamped in Gold

Two types of binders for filing copies of ELECTRIC REFRIGERATION NEWS are now available for immediate delivery. One has a spring in the binding edge and it is only necessary to open the binder, pressing the backs together, to insert new issues or remove those already in place. This type of binder looks neat whether it contains one issue or twenty-six.

The other type, known as a multiple binder, has twenty-six metal strips in the binding edge, one for each issue of the year. Each time a copy is inserted a metal strip must be removed and replaced. It is a little more trouble to operate than the spring binder, but none of the type matter is obscured and it is less likely that copies will be removed.

Both binders have stiff covers and are attractively bound in good quality of black imitation leather with the name "Electric Refrigeration News" stamped in gold on the front cover. A binder of either type will be shipped postpaid on receipt of $3.75. Please specify whether you want the spring back or multiple type.

G. E. DISTRIBUTORS MAKING DRIVE FOR WINTER SALES

(*Continued from Page* 1, *Col.* 2)

ing: C. E. Roesch, W. D. Trawick, B. C. Ritter, A. C. Mayer, F. M. Corliss, F. T. Harvey, P. B. Zimmerman, L. R. Edwards, W. E. Landmesser, G. M. Wortman, M. F. Mahoney, W. J. Daily, A. T. Taft, W. C. Noll, J. T. Dickson, P. H. Dow, R. H. Ferguson, J. J. Donovan, W. M. Timmerman, J. E. Flynn, Geo. Ruck, A. R. Green, Geo. S. Miller, T. K. Quinn, W. E. Underwood, B. M. Walthall, W. H. Taylor, L. W. Driscoll, P. C. Wagner, A. E. Freshman, W. C. Noll and H. A. Cheatham.

The meetings that have been held so far were scheduled as follows:

Sept. 17, F. B. Connelly Co., Rainbow Hotel, Great Falls, Mont.
Sept. 18, F. B. Connelly Co., Northern Hotel, Billings, Mont.
Sept. 19, Modern Home Utilities and Newton-Parsons Co., 115 Grand St., Waterbury, Conn.
Sept. 20, Electric Device Co., Hotel Weldon, Greenfield, Mass.
Sept. 21, Electric Refrigeration Co., Eastern.
Service Co., P. F. Casey, H. L. Lamprey, and Coghlin Electric Co., Hotel Brunswick, Boston, Mass.
Sept. 24, The Maine Electric Co., Falmouth Hotel, Portland, Me.
Sept. 24, B. K. Sweeney Electric Co., Shirley-Savoy Hotel, Denver, Colo.
Sept. 26, Electrical Supply and Equipment Co., Utica Hotel, Utica, N. Y.
Sept. 27, Ochiltree Electric Co., and J. E. Spence, Pittsburgh, Pa.
Sept. 27, Wheeler Refrigerator Co., Rochester, N. Y.
Sept. 27, Motor Equipment Co., Newhouse Hotel, Salt Lake City, Utah.
Sept. 28, Cushman Refrigerator Co., H. G. Bogart Co., The Willis Co., and The Norris Co., Hotel Statler, Cleveland, Ohio.
Sept. 28, Electrical Supply and Equipment Co., Casey Hotel, Scranton, Pa.
Sept. 28, Storz Western Auto Supply Co., Fontenelle Hotel, Omaha, Neb.
Oct. 1, Electric Refrigerator Co., Hotel Davenport, Spokane, Wash.
Oct. 1, The Jones Co., and Bouton, Hardy & Waddington, Warehouse on Pratt St., and Hotel Emerson, Baltimore, Md.
Oct. 1, Erco, Inc., Lafayette Hotel, Buffalo, N. Y.
Oct. 2, Rex Cole, Inc., Commodore Hotel, New York, N. Y.
Oct. 2, National Electric Supply Co., Washington, D. C.
Oct. 3, Lockwood-Embree Sales Co., Patrick Henry Hotel, Roanoke, Va.
Oct. 3, Puget Sound Power & Light Co., Electric Refrigerator Sales Co., of Tacoma, Seattle, Wash.
Oct. 3, Midwest Refrigerator Co., and Arnold-Ervin Co., Des Moines, Ia.
Oct. 4, Electric Refrigerator Co., and Lambert & Simpson, Curtis Hotel, Minneapolis, Minn.
Oct. 4, Dallas Shafer & Co., Perry Electric Co., and Levy-Page Co., Hotel Richmond, Richmond, Va.
Oct. 4, P. H. Harrison & Co., Elks Club, Elizabeth, N. J.
Oct. 5, Judson C. Burns, Adelphia Hotel, Philadelphia, Pa.
Oct. 5, Motor & Equipment Co., Raleigh, N. C.
Oct. 5, Arch Electric Co., Portland Hotel, Portland, Ore.
Oct. 5, Dakota Refrigerator Co., Powers Hotel, Fargo, N. D.
Oct. 6, Eastern Hardware & Supply Co., Cosmopolitan Club, Atlantic City, N. J.
Oct. 8, W. N. Hogan, Ohio Valley Electric Co., and Electric Equipment Co., Ft. Henry Club, Wheeling, W. Va.
Oct. 8, L. H. Bennet, and Sierra Pacific Power Co., San Francisco, Cal.
Oct. 8, A. S. Dunning, Inc., Spaulding Hotel, Duluth, Minn.
Oct. 8, Glasgow-Stewart Co., and Piedmont Electric Co., Charlotte, N. C.
Oct. 9, Huntington & Guerry, Inc., Charleston, S. C.
Oct. 9, Valley Electric Supply Co., Hotel Fresno, Fresno, Cal.
Oct. 9, N. K. Ovalle, Inc., Harrisburg, Pa.
Oct. 9, Lake States General Electric Supply, Commodore Perry Hotel, Toledo, O.
Oct. 10, Electric Utilities Co., Morley Brothers, and John W. Bailey Co., Inc., Detroit, Mich.
Oct. 10, Electric Refrigerator Co., Milwaukee, Wis.

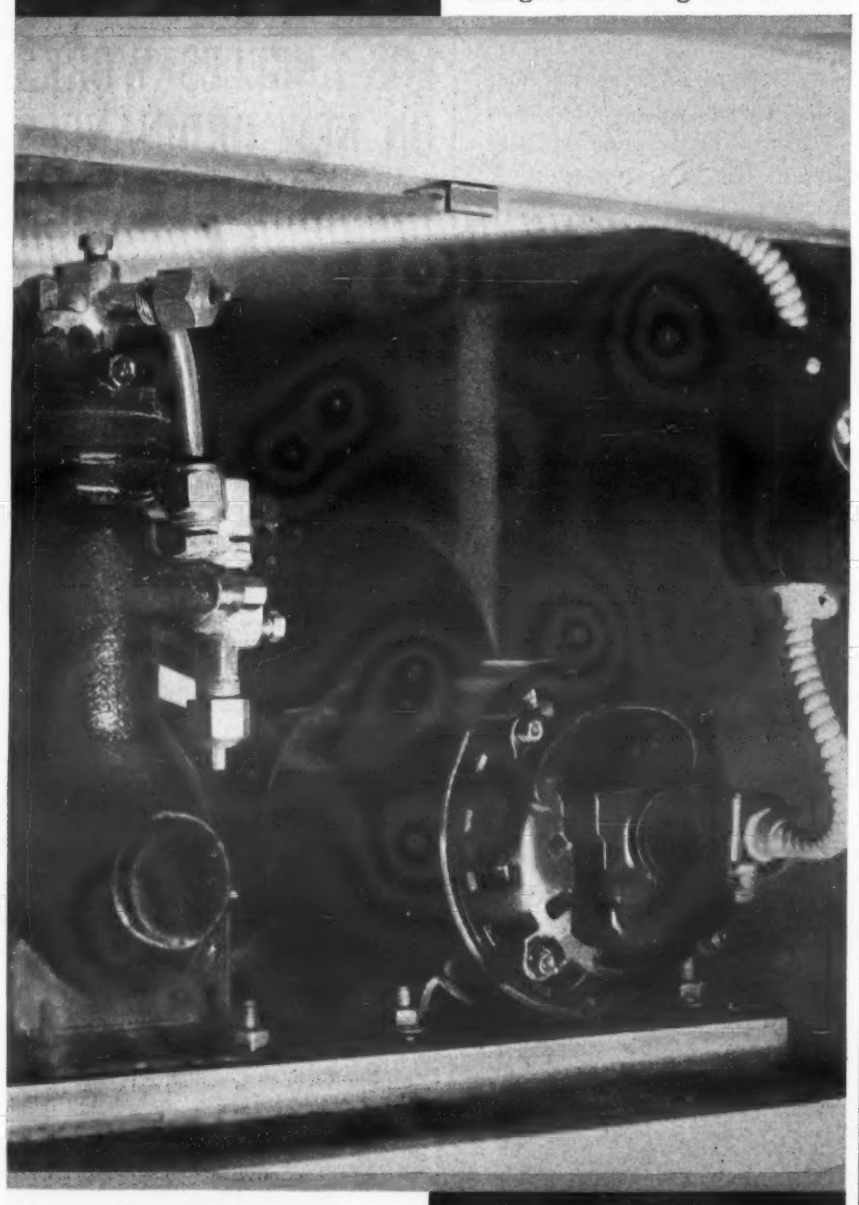
The series of meetings will be continued according to the following schedule:

Oct. 11, R. Cooper, Jr., Inc., Chicago, Ill.
Oct. 11, Electric Refrigerator Co., Farragut Hotel, Knoxville, Tenn.
Oct. 12, Hoosier Electric Refrigerator Co., Harry B. McCarty, A. Fromme Lumber Co., and Electric Refrigerator Co., of Evansville, Indianapolis, Ind.
Oct. 12, Alexander-Seewald Co., Atlanta, Ga.
Oct. 12, Geo. Belsey Co., Los Angeles, Calif.
Oct. 16, H. Kai Howse, Andrew Jackson Hotel, Nashville, Tenn.
Oct. 17, Ray H. Boaz Co., Elks Club, Memphis, Tenn.
Oct. 17, F. P. Lutz Co., Van Cleve Hotel, Dayton, O.
Oct. 17, Johnson Brothers Auto Supply Co., Hotel Lassen, Wichita, Kans.
Oct. 18, E. O. Cone Co., Hotel Paso Del Norte, El Paso, Tex.
Oct. 18, Milnor Refrigerator Co., Cincinnati Club, Cincinnati, O.
Oct. 18, Matthews Electric Supply Co., Birmingham, Ala.
Oct. 19, A. G. Riddick, Inc., Hotel Edwards, Jackson, Miss.
Oct. 19, Electric Home Appliance Co., Kanawha Hotel, Charleston, W. Va.
Oct. 22, Woodward Wight & Co., New Orleans, La.
Oct. 22, Wright Brothers, Central Power & Light Co., and Findlater Refrigerator Co., Gunter Hotel, San Antonio, Tex.
Oct. 23, Cahn Electric Co., Shreveport, La.
Oct. 24, Radio Light House, Gulf States Utilities, Houston, Tex.
Oct. 25, Reid-Bishop, Inc., Texas Hotel, Fort Worth, Tex.
Oct. 26, A. C. Rogers, and Finkles Electric Co., Dallas, Tex.
Oct. 29, Ahrens Supply Co., and Refrigerator Sales Corp., Huckins Hotel, Oklahoma City, Okla.
Oct. 31, James & Co., and East St. Louis Light & Power Co., St. Louis, Mo.

E. T. L. Service for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for *manufacturer, distributor, central station*
Test data exclusive property of client
ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, NEW YORK CITY, N. Y.

Quiet Motors for Refrigeration

MANUFACTURERS of electric refrigerators who use Wagner motors are enabled to secure from one source both a. c. and d. c. motors . . . interchangeable as to mounting dimensions. Mechanically and electrically quiet, built to close tolerances, lubricated with filtered oil, they operate with high efficiency,' high power-factor; and give enduring satisfaction.



Wagner's thirty-eight years of experience in pioneering and building every commercial type of motor can be of value in solving your motor problems. May we serve?

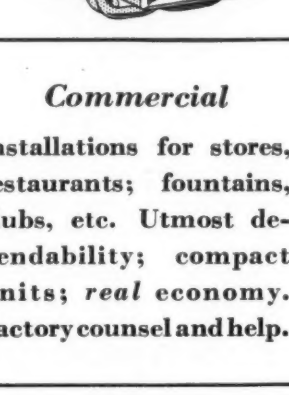
Literature on Request

WAGNER ELECTRIC CORPORATION
6400 Plymouth Ave., St. Louis, U.S.A.
Wagner Sales Offices & Service Stations in 25 Principal Cities

Products: . . FANS . . *Desk, Wall and Ceiling* TRANSFORMERS . . *Power, Distribution and Instrument* . . MOTORS . . *Single-phase, Polyphase and Direct Current*

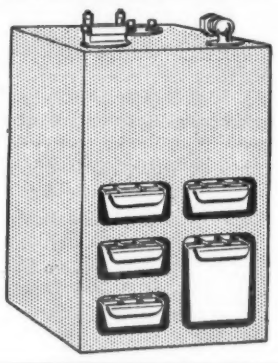
Wagner ... quality

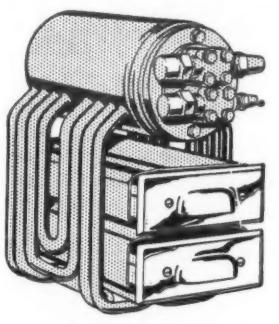
Copelands *for* every purpose!



3 Lines
of domestic electric refrigeration; $195 to $720 at factory; 5 to 20 cu. ft. storage capacity; 108 to 378 ice cubes; optional colors.

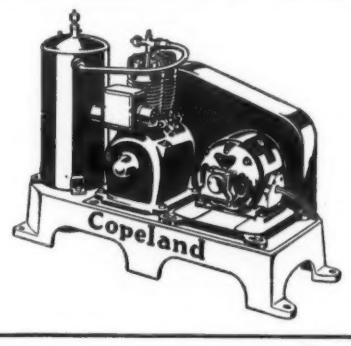
Separate Units
for present ice boxes in many different sizes and prices. Kitchen or "remote" installation. A profitable source of business.

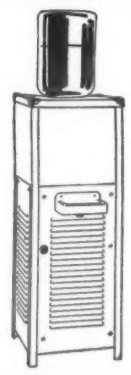




Multiple
installations for apartments, flats, etc. Entire systems, including boxes. Attractive propositions for builders and owners.

Commercial
installations for stores, restaurants; fountains, clubs, etc. Utmost dependability; compact units; *real* economy. Factory counsel and help.



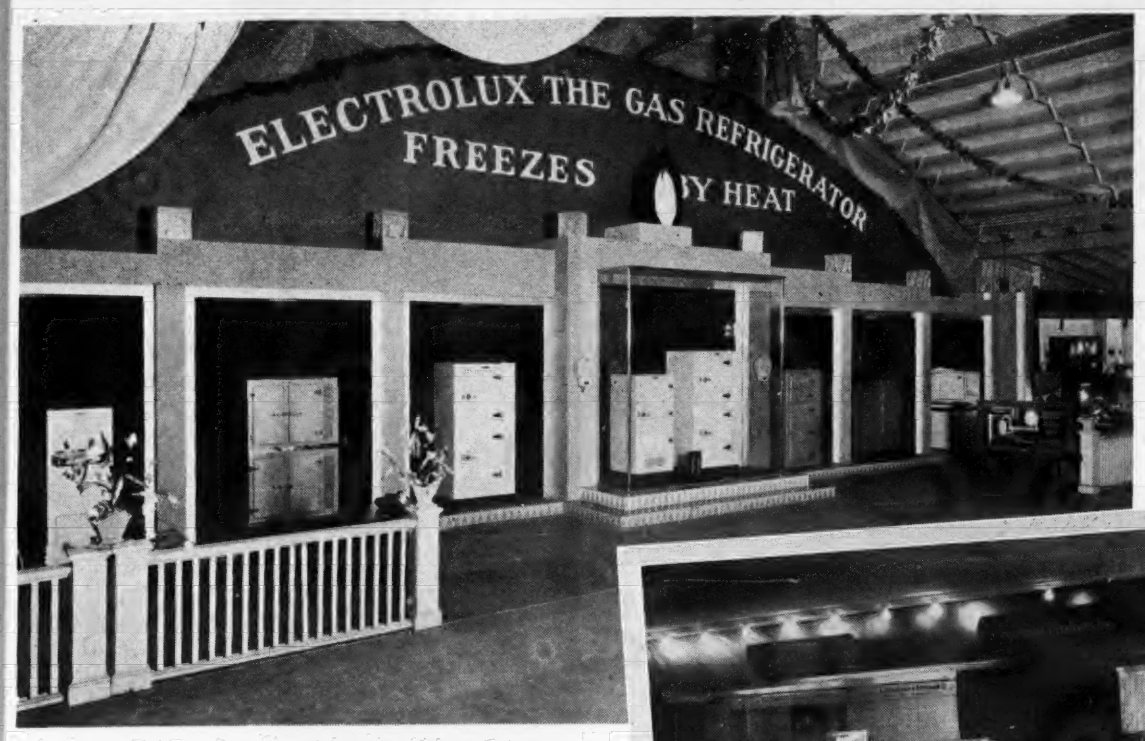


Water Coolers
for office, store, club, restaurant or factory. Cup or "bubbler" outlet; bottle or city supply. Single installation or multiple hook-up.

Copeland's reputation for *dependable, economical* and *quiet* operation is the envy of the electrical refrigeration industry; it is the reason for Copeland's rapid rise to a position of preeminence. Some lucrative territories are being held open until the right type of Distributor or Dealer applies. Inquiries will be held in strict confidence.

COPELAND, 630 LYCASTE AVE., DETROIT, MICH.

Copeland
DEPENDABLE ELECTRIC REFRIGERATION



Above—Electrolux display by Servel
Below—Gas appliance exhibit by Welsbach

Above — Ice-o-Lator gas fired refrigerators shown by the National Refrigerating Co.

At left—Silica Gel units operating in connection with soda fountains, display cases and water coolers.

Popular Gas Appliance Exhibits at Atlantic City Convention of American Gas Association

(*See Story on Page 1, Column 1*)

COPELAND PUSHES PREPARATIONS FOR THE SILICA GEL UNIT

Plant Now Being Laid Out and Machinery Installed.

Preparations are now being made at the plant of Copeland Products, Inc., Detroit, for the manufacture of the new silica gel type of refrigeration, which is energized by a gas flame.

Frank R. West has been engaged as engineer in charge and is now superintending the installation of machinery and laying out the plant for production. Heretofore, what machines have been made have been manufactured in Baltimore by the Davison Chemical Co., which controls silica gel.

A corporation, known as the Copeland Silica Gel Corp., and operating as a subsidiary of the Copeland Products, Inc., was formed some time ago and a large building adjoining the original Copeland factory on Lycaste avenue was leased for a term of years. This building, in addition to housing the offices of the company, will be used for the manufacture of the silica gel type refrigerators.

Briefly described, the silica gel process of refrigeration makes use of silica gel, which exercises a powerful force of capillary attraction and replaces the usual compressor. The capillary attraction takes the place of the suction stroke of the compressor while the compressing stroke is replaced by a gas flame which heats the gel and forces the sulphur dioxide out.

The silica gel apparatus operates on the dry adsorption system and is intermittent in action. The parts, however, are so proportioned and action regulated by time-clock and automatic control that uninterrupted refrigeration is obtained. The silica gel, contained in steel tubes, maintains the refrigeration cycle. Through its capillary attraction it absorbs the refrigerant. Heat is then applied to expel the adsorbed refrigerant from the silica gel. This is done through a gas burner. A time clock automatically starts the gas burner operating and then shuts it off at the proper time. As the gel is freed of the refrigerant, this refrigerant passes on to the condenser, where it is liquified and conveyed back into the cooling chamber, just as in the compression type of refrigerating machine.

Silica gel, in itself, resembles little amber colored crystals, looking much like bath salts. They are filled with infinitesimal pores, called voids. It is these voids which exercise the pull of capillary attraction.

LEADING Refrigerator manufacturers use Monel Metal screws with Monel Metal trim.
Write for details to
The International Nickel Company (Inc.)
67 Wall Street New York, N. Y.
MONEL METAL

—one piece pressed aluminum.

—securely interlocked, removable grids.

—we'll be glad to quote in any quantity.

FRANKLIN AIR COMPRESSOR CORP.
Norristown, Pa.

G-E CAPACITOR-MOTORS
Type RKS

Available in ⅙, ⅛, ⅓, ½, and ¾-hp. sizes

Thousands now in use

This new capacitor-motor was developed by General Electric primarily for use in its refrigerators. Thousands are already in service. It has met the demand of the refrigeration industry for a simple, reliable, quiet, high-power-factor, high-efficiency single-phase motor with all the requisite torque characteristics. ¶So well have these specifications been met that competent authorities state that this new capacitor-motor will be universally accepted for electric refrigeration.

These are the reasons:

Its remarkable torque characteristics recommend it to all refrigeration engineers.

The absence of commutator and brushes practically eliminates servicing.

Its high efficiency cuts the cost of electric refrigeration.

Its high power-factor is particularly appealing to power companies.

Complete details will be furnished by your nearest G-E office.

210-79 B

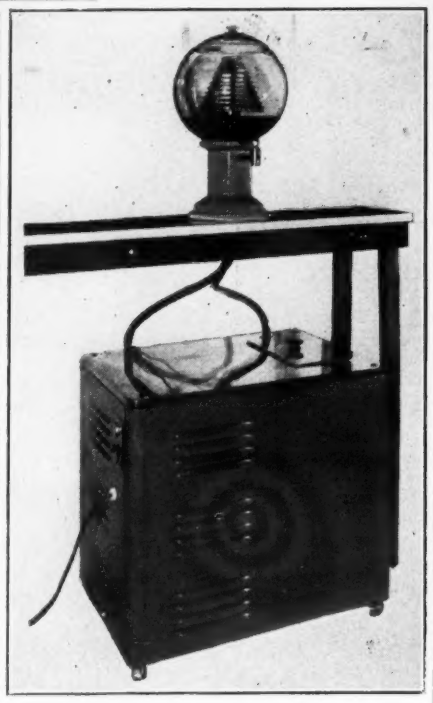
GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

"Autodrink"—New Beverage Dispenser Is Electrically Refrigerated

PROBABLY the very latest development in a use for electric refrigeration is for the Autodrink, a counter device of modernistic design with porcelain enameled stand and glass bowl for presenting fruit beverages in an animated, attractive manner. The beverages are contained in a porcelain lined nine gallon tank and then pumped up into the bowl and allowed to flow bubbling down the cascade which is electrically illuminated from inside. Juices are kept at a constant 42 degrees temperature, cooled by an electric refrigerating unit contained in the cabinet and the whole outfit made snug, self-contained and mobile. All parts are thoroughly sanitary in every respect.

Autodrink machine is sold outright to soda fountains, road stands, railroad and bus terminals, concessionaires, parks, stores, theatres, and can be operated wherever fruit beverages can be displayed and merchandised. Beverage companies say it will greatly increase the sale of their product as it is the most remarkable departure yet seen in dispensing equipment for that field.

The Autodrink Corp., with offices in Graybar Building, New York, is owned and controlled by men well known in the public utility, beverage and ice cream fields.



The picture shows the cabinet for under the counter and the device as it would sit on a counter, but set up only for photographing purposes.

ELECTRIC COOLING A BOON TO ICE CREAM MAKERS AND DEALERS

SINCE the start of the twentieth century, the ice-cream manufacturer has been using mechanical refrigeration for freezing and hardening ice cream. The advent of mechanically refrigerated cabinets and fountains was, therefore, a logical development extending the use of modern methods to the distribution of ice cream.

Everyone knows what the mechanically refrigerated cabinet has meant to the ice cream manufacturer in the cutting down of dealer servicing time; what it has meant to the dealer in having his store equipped with attractive dry serving units; what it has meant to the quality of the product to have it kept at a uniform temperature.

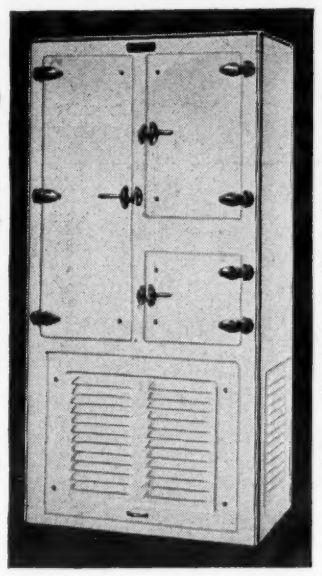
We are living in a scientific mechanical age in which electricity is playing a very prominent part. What the future holds in store for us in respect to iceless refrigeration cannot be prophesied. Science and ingenuity, a few years hence, might be cruelly harsh to today's predictions. However, business progress is not based on prophesies but rather the practical application of the current products of science and invention.

FRED RASMUSSEN,
Executive Sec'y International Association of Ice Cream Mfgrs.

BOHN'S *Latest Achievement* — The New
BOHN "Super Quality" Refrigerator

Beautiful, Distinctive

Can be had in 5, 6, 7, 9 and 12 cubic foot net food storage capacity.



White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

[Featuring the Insulated Baffle Wall]

The lowest prices in our 31 years of manufacturing *"Super Quality"* Refrigerators

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

These models are on display at our own stores in

NEW YORK 5 East 46th Street
CHICAGO 227 No. Michigan Blvd.
BOSTON 707-709 Boylston Street

ICE CREAM CABINETS AND MILK COOLERS TO BE SHOWN BY SERVEL

Servel ice cream cabinets which will be on display at booth 1 A-2, Exposition Hall, at the Dairy Industries Exposition, are built up from 1½-inch anti-rust treated angle iron, with single row models insulated with 4 inches of sheet cork sides and ends, and double row models 3½-inch sides and 4-inch ends. Both have 6-inch bottom insulation and special non-buckling, non-warping, extra heavy one-piece Northern pine top, with 1-inch sheet cork insulation. The exterior panels are of rust resisting sheet steel with stainless high lustre top and lid covers. The brine tank and sleeve assembly plate are of heavy copper with tinned copper sleeves. The standard line of cabinets consists of 2, 3, 4, and 6 hole single, 6 and 8 hole double row.

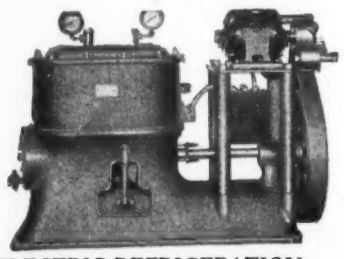
The Servel chilling unit used in these ice cream cabinets is of the new methyl chloride lowside float type with automatic secondary evaporator coil and oil return. The chilling unit is made in three sizes for single row ice cream cabinets, double row ice cream cabinets, and soda fountains. The overall dimensions, as well as the holt hole circle, are such as to permit exchange of sulphur dioxide evaporators for Servel equipment.

The Servel engineering department will supply blue prints for the construction of home-made submerged milk coolers.

For those who have not facilities to build their own, Servel offers the Esco submerged type cooler, complete with remote thermostatic control, expansion valve, coils, can rack and removable cover. This cooler can be had in four 40-quart cans single row, 4-can double row, 6-can double row, 8-can double row, and 10-can double row.

The 6-can double row, complete with 50A Servel machine, will be on display at the Servel booth.

Balsam-Wool INSULATION
Efficient, Light Weight, Odorless, *Flexible*
For samples and complete information address
WOOD CONVERSION COMPANY
360 N. Mich. Ave., Chicago, 101 Park Ave., N.Y.
Mills at Cloquet, Minn.



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS line of commercial units.

PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.

Sixteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.

Write or Wire

PEERLESS ICE MACHINE CO.
515 W. 35th St.
CHICAGO, ILL.

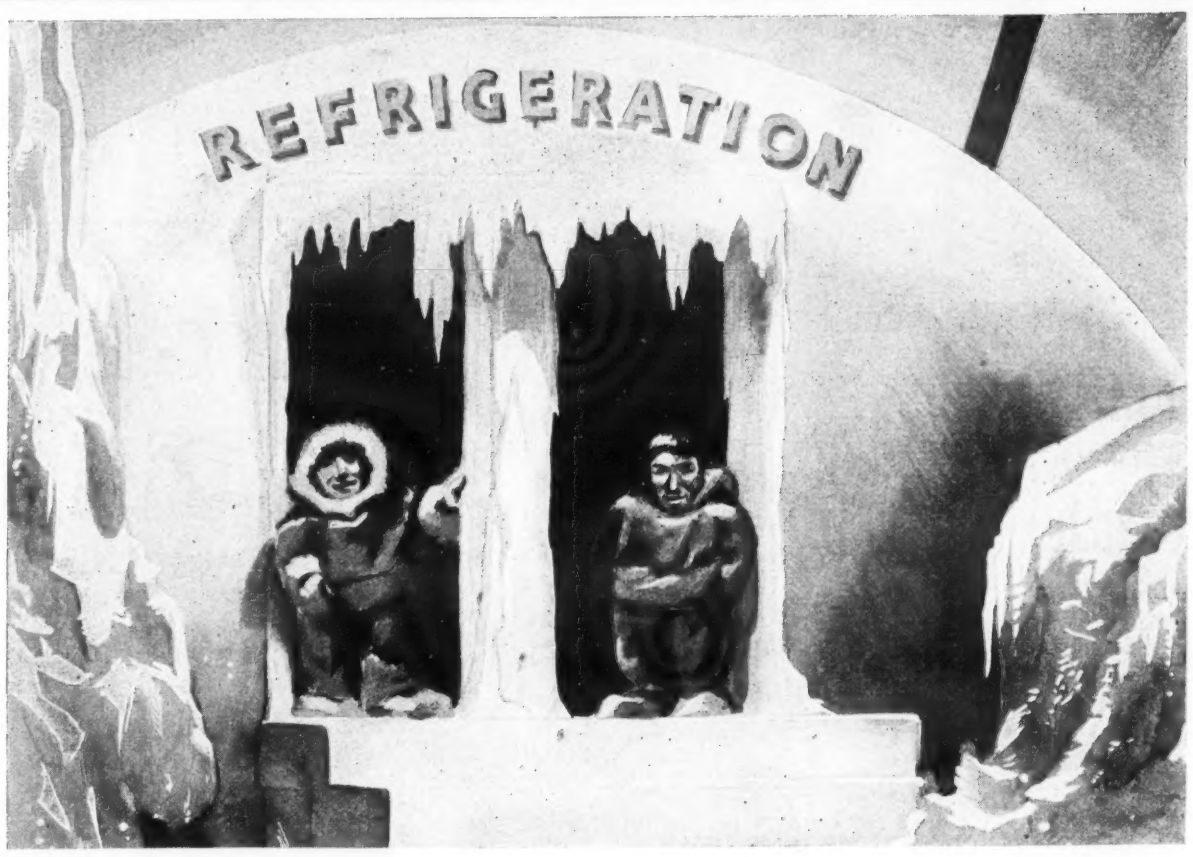
ELECTRO-KOLD BEVERAGE COOLER CHILLS THE DRINK STERILIZES THE GLASS

The Electro-Kold Corp., Spokane, Wash., manufactures a cooler adapted for vending root beer and other beverages. It is designed to cool not only the beverage, but also the glass in which it is dispensed. The sterilizing solution used in connection with the dispensing of the beverage is also cooled through contact with the non-freezing solution in the main part of the cooler. A special coil for cooling drinking water is also contained in this cooler.

The capacity of this cooler, based on a 20 degree temperature drop, with the beverage entering the cooler at 65 degrees, is 30 gallons per hour.

Robinson Bros. to Sell Frigidaire in Binghamton, N. Y.

Earl M. Robinson and John C. Robinson of Norwich, N. Y. have purchased the General Refrigeration, Inc., of Binghamton, N. Y. The new concern will handle the Frigidaire line. Officers of the new company are John C. Robinson, president; Earl M. Robinson, secretary and treasurer; J. D. Brunner, Jr., vice-president.



Welsbach used the front *door*

WHAT'S behind this *Low Pressure* system of Welsbach?

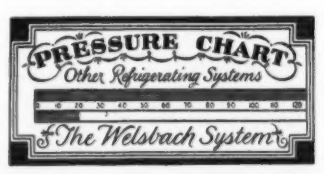
And what's meant by the *Front Door* to Refrigeration?—The two questions are related . . .

The problems of refrigeration were originally (and still are) laboratory problems dealing with the chemistry of gases and of the action and reaction of Heat. These are so closely related to the 40-year experience of Welsbach during its rise to International Leadership in the field of gas lighting, that Welsbach had a tremendous lead when refrigeration systems began to be developed.

The most direct route to solution of refrigeration problems lay squarely in Welsbach's own front yard. The front door was open. And from these initial advantages grew Welsbach LOW PRESSURE Electric Refrigeration, introducing characteristics for which engineers *without* the advantages of Welsbach's start had been working for years.

It was unnecessary for Welsbach to use a refrigerant having such defects as an objectionable odor and functioning only under pressures of from 60 pounds upward. Methods were evolved for handling a different refrigerant, one which would never lose its efficiency with continued use and which functions under only one-quarter to one-fifth the pressure required of other systems.

A simplified mechanism followed, a compressor of large capacity running at slow speed—only 280 R.P.M.—and a system which completely submerged every moving part in lubricant, forming a liquid seal and reducing friction to an unimportant factor.



All these explain the exceptional records of SERVICE being created by the many thousands of Welsbach Low Pressure Refrigerators now operating. They form a basis for a permanent business. And to our minds, that is of prime importance to Central Stations and Distributor-Dealers. *Refrigeration Division, Welsbach Company, 307 Ellis Street, Gloucester City, New Jersey.*

Welsbach Cabinets and equipment—Household and Commercial—from foundry to finished product—made in the same plant.

Welsbach Low Pressure
Electric Refrigeration

The-Cooke-Seal-Ring

A Mechanical Device Sealing Any Rotating Shaft in the Stuffing Box and Revolving *with* it.

Applications
Ammonia, Sulphur Dioxide, Carbon Dioxide, Gases, Air, Water, Brine, Gasoline, Oils, Liquids, Pressure or Vacuum.

Eliminates
Packing, Leaks, Expense, Trouble, Scored Shafts, Hot Boxes, Shut Downs, Dirt, Motor Overload, Oil Waste, 90% Friction.

Write to

COOKE-SEAL-RING
20 North Green St. Dept. G CHICAGO, ILL.

FIGURE IT OUT FOR YOURSELF

Average saving per Plymetl Cabinet
Cost of crate for ordinary refrigerator $4.00
Average freight charge for "set-up" refrigerator 8.00
Carting and handling costs for bulky refrigerator 1.00
Damage in transit, average 1.00
Total for freight, etc. $14.00
Less average freight charge for knocked down Plymetl Cabinets 2.00
Saving per cabinet $12.00

Multiply this saving by the number of refrigerators sold in your city, and then add profit for marketing easy selling PLYMETL Cabinets in rapidly developing electric refrigeration field. The results will give a rough idea of the possible profits.

You can make BIG PROFITS with a PLYMETL Refrigerator Cabinet Assembly Plant

Get your share of the millions being wasted on unnecessary transportation costs

Why PLYMETL profits are big

By developing a high quality refrigerator cabinet which can be shipped flat from the factory and assembled easily at local plants, we have made it possible to save the high transportation costs which ordinarily must be added to each unit. This saving ranges from $2 to $26 per cabinet, depending upon location, means of shipping, etc.

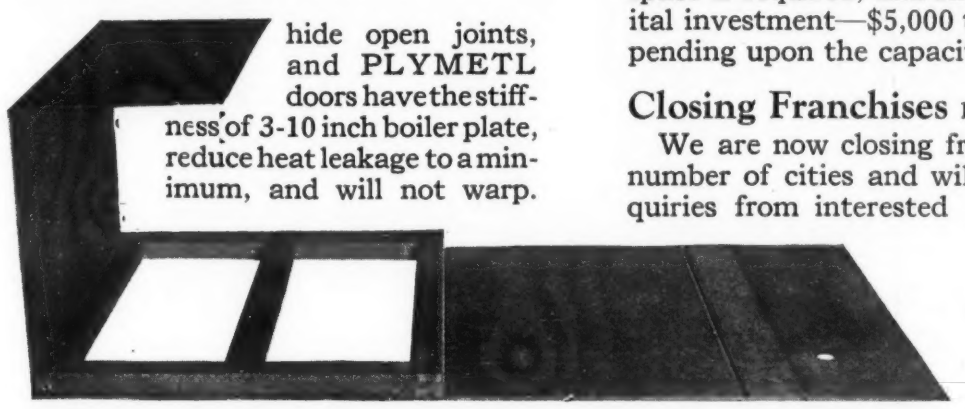
The flat PLYMETL panel as received by the local assembly plant from the HASKELITE factory.

Shipped "knocked down"

Instead of shipping only 40 refrigerators "set up" in a car, we can ship 250 knocked down PLYMETL cabinet shells, eliminating crating, liability to damage, and reducing freight and cartage to a minimum. These savings lower the cost of PLYMETL cabinets materially and permit offering the highest quality refrigerator at the lowest cost.

Fine quality construction

Manufacturers of electrical refrigerator units and dealers welcome local PLYMETL assembly plants and the opportunity of giving their customers the superior qualities of PLYMETL Refrigerators. PLYMETL Cabinets have air-tight exterior walls so that outside air cannot enter and destroy the insulation as it does with many refrigerators. There is no molding necessary on PLYMETL Refrigerators to hide open joints, and PLYMETL doors have the stiffness of 3-10 inch boiler plate, reduce heat leakage to a minimum, and will not warp.



The first step. Bending the PLYMETL panel to form the shell of the refrigerator.

No wood in frame

Wood is entirely eliminated from the structural frame work, insuring increased insulating qualities. The insulation is one-piece cork, cast in place by our patented methods, and giving the finest insulation free from joints.

Lining of Vitrolite

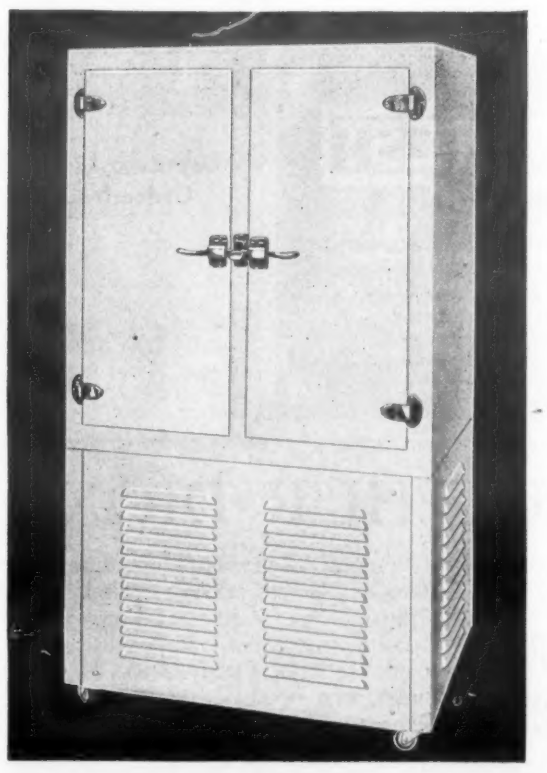
The lining is high quality Vitrolite, which is proof to all acids except hydrofluoric. Finishing surfaces are perfect, allowing the use of the finest finish in any color combination the local dealer might want. The machine base is sheet steel assembled by spot welding, and stretcher leveled vapo-metal is used throughout, resisting all rust.

Opportunity unlimited

This opportunity is not limited to large metropolitan centers. Wherever three or more electric refrigerators are sold per day a PLYMETL Assembly Plant can be operated profitably. Very little floor space is required, and only a small capital investment—$5,000 to $10,000, depending upon the capacity.

Closing Franchises now

We are now closing franchises for a number of cities and will welcome inquiries from interested parties. This plan is a splendid opportunity for a manufacturer with some extra floor space, or individuals desiring a profitable business of their own in their locality.



The completed PLYMETL refrigerator—attractive, perfectly sealed, lasting.

PLYWOOD HASKELITE PLYMETL

Send for detailed information

Address

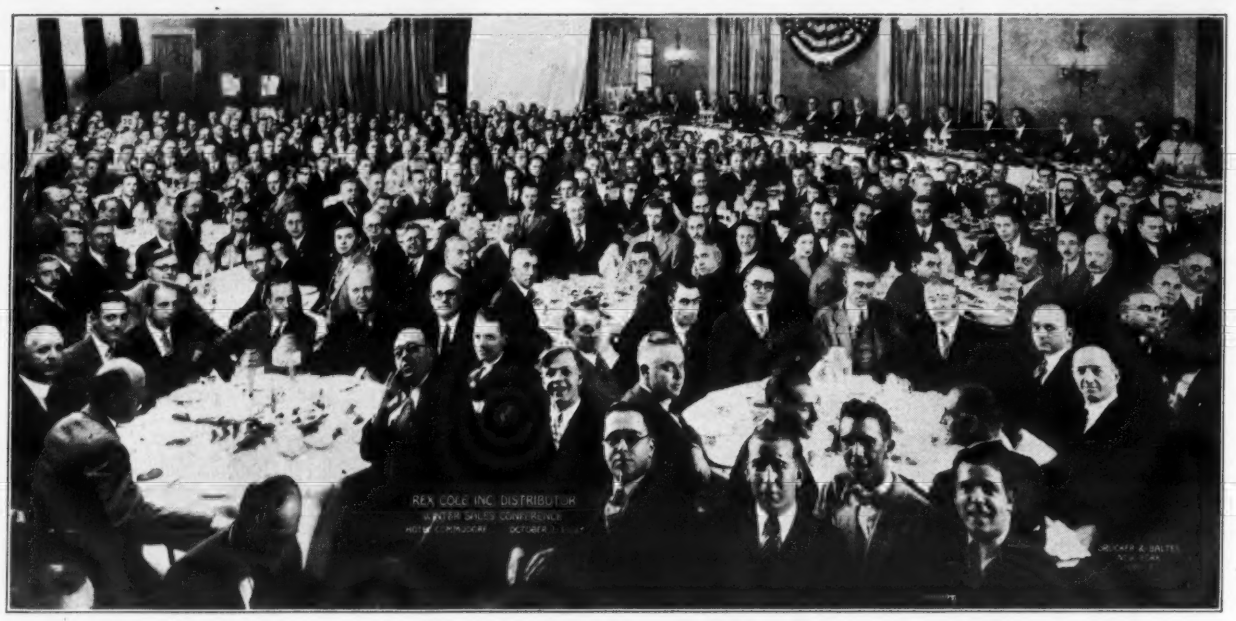
George R. Meyercord, President

Haskelite Manufacturing Corporation

120 South La Salle Street, Room 1120, Chicago, Illinois

ERN 10-10 Gray

350 Attend Banquet Concluding Sales Conference of Metropolitan New York G. E. Distributor



THREE hundred and fifty General Electric refrigerator dealers, salesmen, and servicemen attended the Winter Sales Conference of Rex Cole, Inc., at the Hotel Commodore, New York City, on Oct. 2. This was one of a series of regional sales conferences which the General Electric Co. is holding in all parts of the country to stimulate the sale of General Electric refrigerators.

The morning session was devoted to the product and the afternoon session to sales. Rex Cole, president of Rex Cole, Inc., opened the meeting and F. M. Corliss, engineer, electric refrigeration department, General Electric Co., gave moving picture talks on "Unit Inspection and Adjustment," "Cabinet Inspection and Correction," and "Explanation of Automatic Control."

In the afternoon the speakers were W. E. Underwood, of Lord & Tomas and Logan; Fred T. Harvey, direct representative, electric refrigeration department, General Electric Co.; E. H. Campbell; A. C. Mayer, manager, merchandising service division, electric refrigeration department, General Electric Co.; J. J. Massimi, and W. E. Landmesser, commercial specialist.

In referring to the universal need for proper refrigeration, Mr. Cole stated that there is a yearly food spoilage amounting to $700,000.00 in this country alone. He added that the average New York family spends about $600.00 annually for foodstuffs and that between ten and fifteen per cent of this amount is wasted as a result of food spoilage.

A. C. Mayer stated that only slightly over 4 per cent of the 17,500,000 wired homes in the United States are equipped with electric refrigeration. Mr. Mayer pointed out that the problem is locating the right salesmen and not that of finding the prospect.

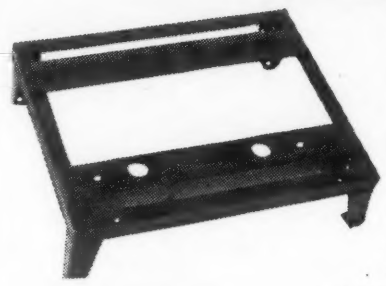
ATTENTION! ELECTRIC REFRIGERATION MFRS. ICE CREAM MANUFACTURERS

Attending the Dairy Industries Exhibition
Cleveland, Ohio—Oct. 15-20

SEE OUR EXHIBIT 2-W-3

EXHIBITING

Ice Cream Cabinets
(Ready for Your Units)
Motor Bases
Monel Covers
Metal Guards



Complete Cabinets to your specifications, delivered ready for installation of any standard refrigerating unit.

Parts to your specifications, such as monel covers, lids and trimmings; also side panels, frames, tanks, cans, service stampings, unit supporting bases, unit enclosures, etc.

We have an experienced organization and our extensive plant facilities enable us to manufacture ice cream cabinets to customers' specifications.

Motors Metal Mfg. Co.
DETROIT, MICH.

DOHERTY PROPERTIES REPORT 4,102 UNITS SOLD IN SEVEN MONTHS

The public utility division of the Henry L. Doherty & Co., New York, N. Y., reports that 4,102 domestic and commercial electric refrigerators were sold by its subsidiaries from Jan. 1 to Aug. 1. During the month of July 689 units were sold. Sales for July and the first seven months of this year by the various groups are as follows:

	July	Jan. 1-Aug. 1
Adrian	14	61
Bristol	13	97
Danbury	17	113
Durham	13	109
Joplin	59	187
Sedalia	3	14
St. Joseph	27	113
Toledo	191	1,306
Toledo, Defiance	10	65
Toledo, Lake Shore	9	61
Ohio Public Service	155	1,267
Alliance	9	96
Ashland	10	79
Elyria	15	123
Lorain	7	154
Mansfield	17	164
Massillon	33	235
Port Clinton	13	59
Sandusky	31	172
Warren	20	185
Public Service, Colorado	178	709
Cheyenne	1	5
Colorado Power	25	108
Denver	133	549
Western	19	47
Total	689	4,102

P. C. McCoy of St. Joseph with sales totaling $9,518 led the refrigeration representatives' standings for the month of July. R. H. Jancke of Denver was second with sales amounting to $8,477; J. Allen of Massillon, third, with $8,251.

Southern Radio & Equipment Co. Gets Big Apartment Contract

The Southern Radio & Equipment Co., Little Rock, Ark., Kelvinator distributors, recently received a contract to equip the Albert Pick apartment hotel in Little Rock, which they believe is the largest contract ever awarded for electric refrigeration equipment in the state of Arkansas. This hotel will be ten stories high, will cost one million dollars and will contain 38 furnished apartments. This order includes 3 model BB 1½ H. P. condensing units and 0-8V coils.

Dry-Zero Gets Big Insulation Order from Pennsylvania Road

The Pennsylvania Railroad has placed an order with the Dry-Zero Corp. for 1,600,00 square feet of Dry-Zero insulation. This material will be used in insulating 550 all-steel refrigerator cars of a new design, made to be moved as part of high-speed passenger and express merchandise trains.

Refrigeration Service Co., Inc.
SERVICE SPECIALISTS—Installations, Alterations, Repairs, Inspection, Reconditioning, Maintenance
New York City Tel.: Chickering 0460
Nights, Sundays or Holidays, Susquehanna 4500
Office and Works 449 West 42nd St.
Warehouse 281 11th Ave.

PATENTS
Searches, reports, opinions by a Specialist in
Refrigeration
H. R. VAN DEVENTER
Solicitor of Patents
Refrigeration Engineer
342 Madison Ave., N. Y.

KEROTEST
FORGED BRASS VALVES *for* Mechanical Refrigeration
Quality Shut-off and Cylinder valves in any standard designs or to your specifications.
KEROTEST MANUFACTURING CO.
2525 LIBERTY AVENUE
PITTSBURGH, PENNA.

SULPHUR DIOXIDE

ANHYDROUS AMMONIA
SULPHUR DIOXIDE

Universally used in the production and servicing of refrigerating machines.
Prepared for direct charging, with absolute protection afforded by complete laboratory analysis of each cylinder, large or small.
Exceptional dryness maintained as an additional safety factor
Ten sizes of cylinders from 2 lb. to 150 lb. capacity.

SO_2

ANSUL CHEMICAL COMPANY
MARINETTE, WIS.

Canadian Distributor
GRASSELLI CHEMICAL CO. Ltd.
Toronto—Montreal

Western Subsidiary
ANSUL CHEMICAL CO. of Calif.
Modesto, Calif.

Why...
Servel Sells Easily
. . to women

Your women customers will like the trim lines of Servel and its

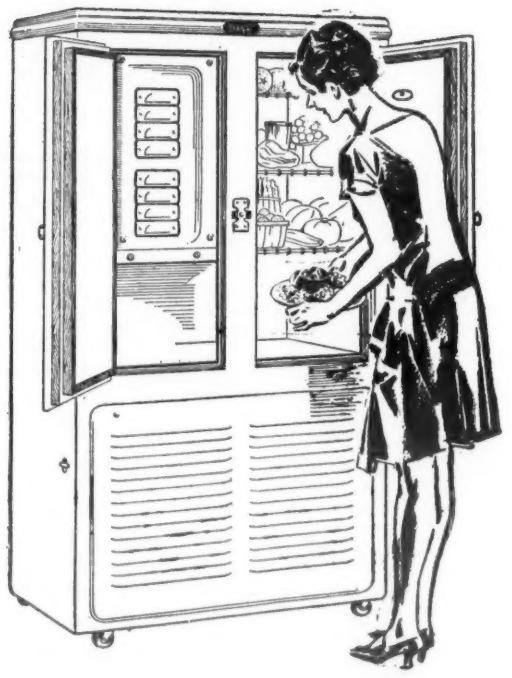
smooth, flat top

Flowers or fruit placed on top of the Servel add one more touch of modern cheer to the kitchen. Multitone colors help, too. And the instant women open the door of the food compartment they note that glistening, white porcelain lining.

Women like the convenient ice cube trays. They like the nickeled brass latch and the tight-fitting door. And instantly they discover that the

lowest shelf is conveniently high

No kneeling cushion required to find the butter or salad dressing in Servel.



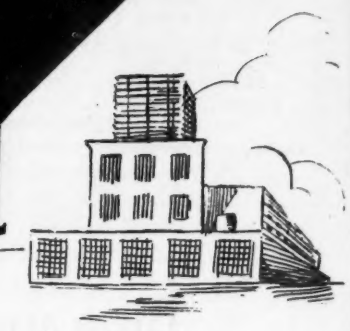
Servel sells easily to women . . . and their husbands. For details of our merchandising plan, copies of attractive color folders and proofs of newspaper advertising for dealers' use, address us at Evansville.

Servel Sales, Inc.
Factory and General Offices: Evansville, Indiana
Administrative Offices: 51 East 42nd St., New York

OAKLAND CHICAGO LOS ANGELES

SERVEL Electric Refrigeration — convenience economy multitone colors quietness quality cabinets — Tested and Approved by Bureau of Foods, Sanitation and Health, Good Housekeeping Magazine

In Between the 2 Big Markets Household and Industrial



DoleCo REFRIGERATION

Meets the need for Intermediate Commercial Sizes of Automatic Refrigerating Units.

Bridges and Satisfies the gap between the Small Household and the Heavy Industrial Units.

In your business—specializing in the sale, installation and servicing of electric refrigerating—

You can turn to DoleCo equipment with every certainty of satisfying the exacting requirements of your great "In-Between" market.

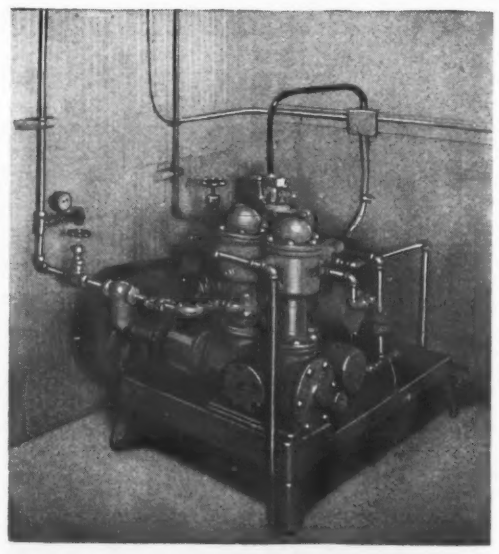
Chicago Retail Sales and Display Room, 1209 W. Washington Blvd., Chicago

small machines are inadequate and where "industrial" type machines are too large, you'll find—

DoleCo equipment to be ideal because it is for this particular character of refrigerating need that DoleCo equipment was designed.

DoleCo automatic electric units bridge the gap between small "household" and heavy "industrial" refrigerating units—you can recommend and install this equipment. It positively "makes good" every promise to give efficient refrigeration with low operating cost.

For storage and display cases, in retail food stores—grocers, butchers, delicatessens; for ice cream cabinets, soda fountains; for florists and restaurants, where



Twin Cylinder 3000 Pounds Capacity

All of our machines are of the ammonia-compression type. Ammonia is acknowledged by experts to be the most dependable and efficient refrigerant. They are simple in design. They are easy to install. They are electrically operated, automatically controlled and water cooled.

They are made in seven sizes, ranging from ¼ to 2 horse power, or from 250 to 3,000 pounds of ice melting capacities.

Public utility executives, refrigerating engineers, electric refrigeration distributors and dealers are invited to write for complete data and descriptive literature. Desirable territories are available to live-wire dealers.

Specialized direct advertising material and testimonials from satisfied users are provided to assist you in developing business. DoleCo engineers are ready to aid you in problems of application.

Dole Refrigerating Machine Co.

1209 W. WASHINGTON BOULEVARD
CHICAGO, ILLINOIS

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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OCTOBER 10, 1928

Time and Temperature

PRIOR to the advent of a modern refrigeration the preparation and marketing of food was mainly a race against time and temperature. It is still so, to a large extent, due to the lack of adequate refrigeration either at the source of supply, during the period of transportation, or at the premises of the consumer. With proper facilities at each point the enormous annual waste of food will be eliminated and a new freedom will be given to those who furnish the food supply to the public.

The dairy industry has long been keenly aware of the importance of time and temperature in its operations due to the extreme perishability of its basic product. It has been forced to adhere to rigorous time schedules in order to keep the losses from spoilage down to a minimum. The unearthly hours at which the milkman plies his trade are largely due to the absence of adequate refrigeration. The continued growth of electric refrigeration will, in time, change this situation. With temperature brought under control, the pressure of time will be relieved thereby making the dairy industry more attractive as well as more profitable.

It is not strange that the electrical industry should be the one to come to the aid of the dairyman in solving this problem of time. In the delivery of its own service the electrical industry faced, and solved, a problem of time such as no other line of business has ever confronted. Electricity must be delivered *instantly* whenever the customer decides to order it. Current does not exactly spoil—it simply is not made until a split second before it is used. It has been no small task to develop the generating equipment and distributing systems to meet this requirement. Furthermore, the electrical industry has achieved a standardization in the quality of its basic product (electricity) such as few others can equal.

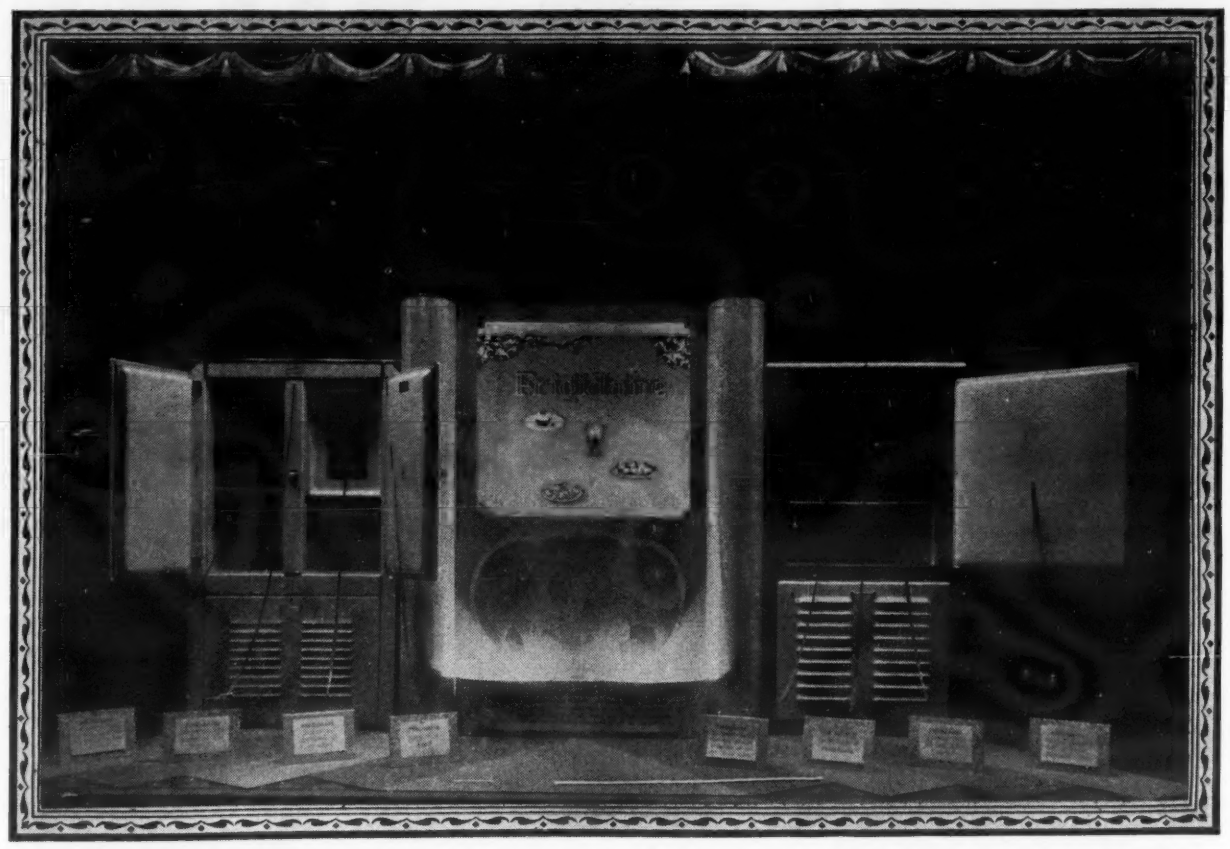
In developing the commercial applications of electric refrigeration the dairy industries naturally attracted attention first because of their obvious and pressing need for this service. In the manufacturing and dispensing of ice cream, for example, we have a product which demands unusually low temperatures during every stage of its existence. If this need could be met satisfactorily it was evident that many other applications, involving less exacting service, would be available to widen the market.

While the ice cream cabinet has been the most popular commercial application of electric refrigeration up to the present time and while manufacturers have developed an attractive volume of business, this progress has not been made without heavy drains on the resources of the manufacturers. Many problems affecting the detail of design have developed as a result of experience. The ice cream cabinet meets with severe service, often under most unfavorable conditions. Selection of materials is especially important to success in this application due to dampness, acids, rough handling and other conditions which must be met.

Among other applications of a related nature now coming to the front are the milk cooler for the farm, special equipment for the dairy, refrigerated tank trucks and cars for transportation of milk, also beverage coolers and drink-vending machines for the retailer. The dairy and the electric refrigeration industries have much to offer each other and the interests of both will be served through the working out of the problems of design of equipment to meet the great variety of requirements.

The Annual Dairy Industries Exposition to be held in Cleveland next week (October 15 to 20) offers an opportunity to both groups to meet and discuss matters of mutual interest. A special distribution of this issue of ELECTRIC REFRIGERATION NEWS will be made at the exhibition to provide neutral and authoritative data regarding the kinds and sources of equipment which are of special interest to the dairy industries. In the following pages these classes of apparatus are illustrated and described. Pictures of the exhibits at Cleveland will appear in the next issue and events of interest will be reported back to the electric refrigeration industry. Thus the NEWS provides a two-way service and a medium for the interchange of ideas between those who will profit by the *sale* and those who will be benefitted by the *use* of electric refrigeration.

Queensborough Gas & Electric Co. Presents Frigidaire in Artistic Setting



A most artistic Frigidaire display playing up the frozen desserts idea and installed by David Congress of the Queensborough Gas and Electric Co., Far Rockaway, New York, is pictured above.

A special appeal to women is made through the large square ornamental panel in the rear center. Colored pictures of four typical frozen desserts are used. A dining room scene, just below, with the butler carrying in a trayful of frozen delicacies completes that particular idea.

A Frigidaire with doors open, flanks either side of the center panel and attention to particular points is called through the use of small cards on the floor which are connected with the cabinet by green ribbon streamers. The background is of silver gray drapes with an Aurora Borealis effect adding a colorful touch.

A. S. R. E. OFFERS PRIZES TO COLLEGE STUDENTS FOR ESSAYS ON RESEARCH

The American Society of Refrigerating Engineers has offered five prize awards, the first three of which are $250, $75 and $25, to college and university students for the best papers submitted on refrigeration research. The purpose of the contest is to encourage research work among students in enginering schools, to encourage research in refrigerating engineering and to stimulate interest in this field of practice.

To make this offer inviting to men of modest as well as extended research experience the following subjects are suggested only by their general scope:

1. Descriptive technical studies of unusual developments in industrial processes using refrigeration as a fundamental factor.
2. Library studies on selected problems in refrigeration, making available in coordinated form material now scattered and hidden.
3. Tests on selected commercial refrigerating apparatus under normal or test conditions.
4. Experimental research for new fundamental data on the physical media of refrigerating processes, or checking of existing data.
5. Theoretical studies; the original application of physical principles to the design of refrigerating apparatus, or to the methods of measuring its performance.

The contest is restricted to regularly matriculated college and university students. Papers submitted must be the bona fide work of their authors and must not have been presented or published elsewhere. They may, however, have been used in part as credit for study or thesis. All papers must be in the hands of the research committee of the society before Oct. 1, 1929. H. Harrison is chairman of the committee and the other members are C. T. Baker, C. W. Berry, H. J. Macintire, E. F. Mueller, F. Ophuls and L. A. Phillip. Announcements of the awards will be made December 2, 1929. Further particulars can be obtained by writing to the American Society of Refrigerating Engineers, 37 West 39th St., New York, N. Y.

Wayne Distributor at Seattle in New Location

The Washington Home Equipment Co., Inc., Seattle distributors for the Wayne electric refrigerators, have recently leased a corner location at 2001 Fourth Ave. A fine display and sales room is being effectively arranged.

CLAIMS NEWS IS LARGELY RESPONSIBLE FOR SUCCESS OF HIS DISTRIBUTORSHIP

"Since our venture in the electric refrigeration game less than eight months ago, we have read with much interest the ELECTRIC REFRIGERATION NEWS and feel that information gained through its columns is largely responsible for the success conceded us in our business."—Ballinger Bryan, Findlater Refrigeration Co., San Angelo, Tex.

AUTODRINK CORPORATION
Graybar Building
New York City, N. Y.
October 1, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Michigan.

The index of names you printed in September 26 issue is invaluable to those who are saving the E. R. N. for reference use. I think it is a splendid idea.

Sincerely,
H. W. ALEXANDER,
President.

Sale of Dairy Products Is Swelled by Prominent Display in Refrigerated Case

The appeal of food attractively presented in a refrigerated display case is evidenced by this photograph of the dairy products department in Major Taylor's Market, Louisville, Ky. The case, a product of the C. Schmidt Co., Cincinnati, O., has an exterior entirely finished with etched Vitrolite trimmed with Monel metal. A display compartment is provided above and below.

Many New Units Offered to Meet Needs of Dairy and Ice Cream Industries

COPELAND-ESCO MILK COOLERS HANDLE FROM FOUR TO FOURTEEN CANS

While politicians and political parties have been raising a hue and cry about what to do for the farmer, science has been working quietly and has been solving many of the "farm problems" which haven't been projected into the limelight of political discussion.

Prominent among these scientific problems has been the handling of milk. Each year health regulations have been becoming more and more strict and the farmer has been harder pressed to find ways to meet the hygienic requirements. One of the most important and at the same time most troublesome problems has been the matter of keeping milk cool. To handle the higher grades of milk the farmer must be able to cool it to below 50 degrees Fahrenheit, and this presents a problem. Ice on the farm is a troublesome matter for most farmers.

After studying this phase of farm needs, Copeland Products, Inc., of Detroit, developed a milk cooler. These cabinets, known as the Copeland-Esco Milk cooling cabinet, are equipped with a Copeland electric refrigeration unit designed especially for this work. The cabinets are manufactured by the Eastern Sales Company of West Chester, Penn. In designing this cabinet, particular thought was given to manufacturing one with sufficient capacity to operate efficiently and economically.

Copeland-Esco cabinet motors range from ¼ horsepower on a four-can size to 1 horsepower on a fourteen-can size. To cool eight cans of milk, or 320 quarts, from 65 down to 45 degrees, requires that approximately 20,000 heat units be removed. In addition to this, the heat of the prevailing temperature must be considered, for regardless of how well a cabinet is insulated the outside heat will leak in.

Taking all these things into consideration, the cabinets have been developed to cool eight cans of milk with the motor operating approximately 12 hours during a 24-hour period. Figuring electric current at five cents per kilowatt, the total cost of operation of an eight-can cabinet for 24 hours, cooling eight cans of milk, would be 30 cents.

KELVINATOR ANNOUNCES NEW MILK COOLER AND ICE CREAM CABINETS

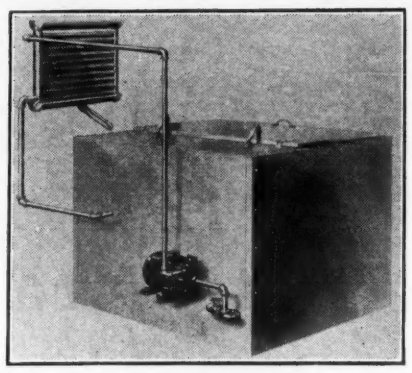
A new line of electrically refrigerated ice cream cabinets and a new milk cooler of the submerging type but adaptable for use with an aerator will be announced by Kelvinator Corp. at the Cleveland Dairy Industries Convention, on Oct. 15.

The new milk cooler which is shown here with the aerator attached is of a type designed to meet a wide application of farm and dairy requirements. Over all, the cabinet is 49 7/16 inches long, 37 7/16 inches wide (45 inches wide with circulating pump, when used with an aerator), and 31½ inches high (56½ inches high with lid opened). Four ten gallons cans are accommodated inside the cooler.

Multiples of this unit will take up to twenty-four cans of milk every twenty-four hours on a single condensing unit. The necessary compressor for either a single unit or a multiple installation is one of sufficient capacity to handle the load.

When no aerator is used, the cans of warm milk are immersed in the cabinet, the temperature being reduced to below fifty degrees well within two hours.

When a single type aerator is used, it is connected to the top and bottom outlet on the cabinet and the cold water from the cabinet is circulated by means of a small pump which is visible in the illustration.

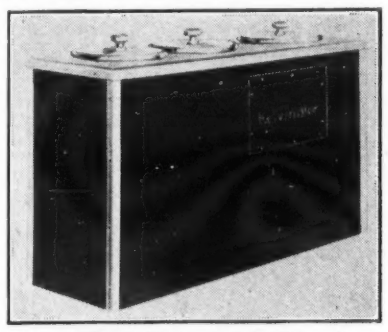


New Kelvinator Milk Cooler with Aerator Connected

When a double aerator is used, water is circulated through the top section, reducing the temperature to approximately sixty-five degrees. The milk is then carried over the bottom section through which the water in the cabinet is circulated and the temperature reduced to below fifty degrees.

Also shown here is a new three hole, single row ice cream cabinet being offered by Kelvinator. The new single row cabinets are available in two, three, four and six hole sizes and the double row cabinets in four, six, eight, ten and twelve hole sizes. The Kelvinator "gold nugget" model, a small self-contained single row cabinet, may be had two, three and four hole sizes.

The exterior of the new cabinet is of baked black enamel finished with Monel metal. The tops are entirely of Monel metal with beads around the sleeve opening. The sleeves themselves are of tinned copper and are termed "universal" as they accommodate either the tall or short type of twenty-quart ice cream can in general use.



New Three-Hole Single-Row Ice Cream Cabinet

The insulation on the top is of two-inch cork board. The sides are insulated with three inches of cork board, by the use of two and one-inch pieces with the joints broken. The bottom is insulated with four-inch cork board, one two-inch piece and two one-inch pieces being used. The joints here again are broken and properly covered with heavy insulating paper.

The brine tank is of copper with special locked and soldered seams. All cabinets are fitted with a removable float valve, service panels, giving ready accessibility to the float valve compartment. Special tubing ducts are also provided, built into the insulation and in three directions, to both ends and downward. This feature assists in the installation of compressors at either end of the cabinet or underneath it. With this method of construction the tap of a hammer provides a perfect round opening for the copper tubing.

The covers for the cabinet are made with full two-inch cork board insulation set in a solid Vulcanite ring. Top, knob and bottom plate are full finished Monel metal.

SMALL MACHINE COOLS MILK ON FRESNO, CAL., DAIRY FARM

The milk cooling problem on the Walter Hill Dairy, five miles west of Fresno, Calif., was met by the use of a small electric refrigeration cooling unit immersed in a wooden tank of 100 cubic feet of brine.

A small centrifugal pump driven by a ¼-h. p. motor circulates the cold brine through the lower half of the cooler, the upper half being cooled by tap water. Water passing through the upper half extracts part of the animal heat, while the brine in the lower half completes the cooling operation.

The milk enters the cooler at 95 degrees F. and is delivered to the cans at 51 degrees. Leaving the dairy at this temperature the milk arrives at the creamery in perfect condition.

Copeland Refrigerator Co. of New York Takes Larger Quarters

The Copeland Refrigeration Co. of New York, Inc., has moved into larger quarters. Its new offices, service department and display room is now located on the 10th floor of the Grand Central Palace at No. 480 Lexington Ave.

NOW! Insulation Cut to Size for REFRIGERATION Requirements

Illustrated above is magnified cross-sectional view of an Insulite installation. Notice particularly the "cut to size" feature indicated by dotted line.

Insulite is highly recognized by leading refrigeration engineers as the most efficient, rigid insulating material that is "cut to size" for refrigerator use.

Labor costs and waste material are two important factors which should be carefully considered in planning insulation for refrigerators. Many materials purchased today for this purpose are *not* cut to size. Consequently labor and waste costs tally much higher in final production expenditure than if Insulite had been used.

Regardless of specifications, Insulite is furnished "cut to size" in any thickness required. Where insulation is desired with offset, shiplapped, beveled edges, or with holes cut at any location for piping, etc., Insulite can be furnished with any of these special requirements included for application.

INSULITE
the Wood-Fiber Insulating Board

"Cut to size" samples and technical details will be sent upon request

The INSULITE COMPANY
Refrigerator Sales Department
737 Conway Building CHICAGO, ILL.

Refrigeration by Wire

SIX years have elapsed since Universal entered the field of electric refrigeration—six years of constructive progress.

The first Universal was simple, sturdy, efficient, and quickly gained public acceptance and confidence. Now, time has amply proved its soundness in design and construction, and bears testimony to its quietness, economy and reliability.

Improvements have been incorporated from time to time, but, fundamentally, the Universal of today is the Universal of six years ago—refined!

Always alert to the possibilities of extending its business, Universal has paid particular attention to its ice cream division.

At forthcoming Dairy Industries Exposition in Cleveland, Universal will display for the first time, models of their new 2-temperature and 3-temperature ice cream and "combination" cabinets.

Temperatures of "below zero for brick," "dipping temperature for bulk," and 38° in the soft drink or bottled goods compartment, are positively assured.

Financially strong, and supervised by a powerful Body of Directors, Universal now marches forward towards even greater achievements in the electric refrigeration industry.

Ice Cream Manufacturers!

You are cordially invited to visit our Booth Nos. 213-214 and inspect our 2 and 3 temperature ice cream and "combination" cabinets. You will be interested.

UNIVERSAL COOLER CORPORATION
Detroit, Michigan Windsor, Ontario, Canada

1 In a single remote installation what is the maximum distance allowable from the compressor to the refrigerator?

2 What defects cause a hot suction line?

3 A certain office has 50 employees. Find the heat that must be removed from drinking water in cooling it down from a faucet temperature of 60°F. to 45°F., assuming a pipe or line leakage of 30 percent.

Can You Answer These Questions in ELECTRIC REFRIGERATION

THESE and all other vital points about Electric Refrigeration are thoroughly and practically treated in a new home study training endorsed by leading refrigerator companies (Servel, Kelvinator, and others.) It is written by a practical refrigeration engineer—J. B. Rathbun, who has designed, installed and serviced small machines as well as refrigeration plants for the leading meat packers, over a period of 27 years.

Sales and service men ambitious for promotion and big pay—here is your opportunity to deserve it. Dealers and refrigeration company executives will find this course a helpful, ever-ready guide. Manufacturers anxious to train their staffs thoroughly are finding this course a splendid training medium.

FREE BOOK

"Opportunities in Electric Refrigeration" explains course fully; also full details of easy payment plan. Get the facts without obligation. Fill in name and address below and mail to Utilities Engineering Institute, Dept. 410, 3120 North Clark Street, Chicago, Illinois.

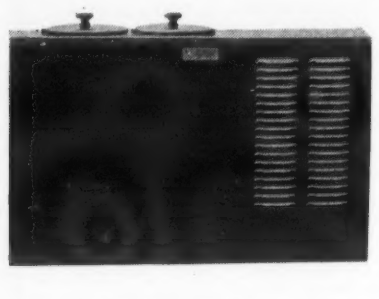
Name .....
Address .....
City ..... State .....
Position .....
Mail this coupon to Utilities Engineering Institute, Dept. 410, 3120 North Clark St., Chicago, Ill.

Universal Cooler Announces New Three-Temperature Cabinet

Universal Cooler Corp., Detroit, announces a new three temperature ice cream cabinet. This cabinet will carry a sub-zero temperature in the brick compartment and any required temperature in the dipping and soft drink compartments. Additional attachments in the way of five syrup jars and a draft arm are available which give the cabinet all the essential working parts of a soda fountain.

This cabinet is designed to take care of the small stops for soda fountains at a low cost and will be a direct connection between the present style of standard electrically refrigerated cabinets and the soda fountain, allowing ice cream manufacturers to take care of any size stop with the equipment desired.

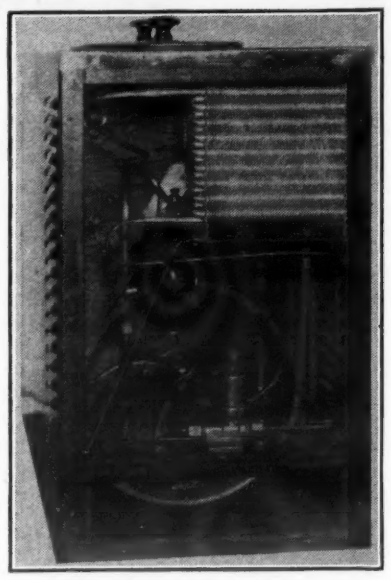
Another new model announced by Universal Cooler is the two-hole portable ice cream cabinet. The dimensions on this



Two-Hole Portable Ice Cream Cabinet

cabinet are 18 inches wide, 45 inches long, and 30 inches high. It is fitted with black enamel steel sides, a cold rolled Monel metal top, and is insulated with two inches of cork board on the top and sides with three inches on the bottom, completely sealed as no boiler or float valve is used. A Universal Cooler ⅙-h. p. unit supplies refrigeration for this cabinet.

Universal Cooler is also showing conversion equipment for ice and salt cabinets, which equipment utilize the present investment in the cabinets and is much less expensive than buying entire new equipment.



Universal Cooler 1/6 H. P. Condensing Unit

The process of changing over consists of replacing the old ice compartments with the Universal Cooler freezing coil and hooking this up with the condensing unit which is placed alongside the cabinet.

Universal Cooler equipment will be displayed at booths 213-214 at the Cleveland Dairy Industries convention.

REFRIGERATED TRUCKS OF CALIFORNIA DAIRY HAUL MILK 150 MILES

About fourteen years ago a group of farmers and business men in the community centering at Wasco, Calif., decided that it was time to build a creamery to take care of the increasing output of dairies in the vicinity, which then numbered about twenty. After much hard work on the part of the progressive group sponsoring the plan the creamery opened July, 1914, and settled down to the regular routine of preparing milk and cream for market.

The shipments amounted to 350 to 400 pounds of butter-fat a day. The business has increased from this figure to approximately 3,000 pounds at present. There are now 140 dairies supplying milk and cream to the creamery and the number of cows has increased from 500 in 1914 to more than 4,000 today. The creamery is handling more than one million dollars' worth of milk, cream, butter, cheese, ice cream and dried milk annually.

The refrigerating plant and the creamery consist of a group of buildings covering half a city block. Modern creamery and refrigerating engineering was employed in the planning, with the result that there is no lost motion in the handling of milk and the finished products between the point of delivery and to the shipping platforms.

The creamery receives whole raw milk and cream which is then Pasteurized and bottled or placed in shipping cans for distribution throughout the Wasco district or shipped by special refrigerator trucks as far as 150 miles away to Southern California points. Three large seven-ton trucks carry fruit, butter, vegetables and other perishable products to market, returning with building materials, hardware and other merchandise.

J. O. Martin Joins Copeland Agency in Toronto

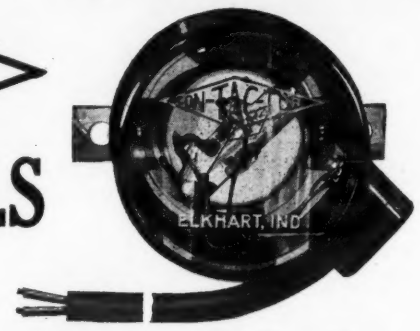
J. O. Martin, formerly with the Frigidaire Corp. of Canada, has joined the staff of the R. S. Williams Co., Ltd., Copeland dealer in Toronto, Ontario, Canada.

DRINKING WATER FAUCETS
for
Refrigerators - - Water Coolers
Cordley & Hayes
1 Leonard St. New York City

Quiet - Dependable

CON-TAC-TOR

CONTROLS *for* Refrigeration Units



Manufacturers of refrigerating equipment, both domestic and commercial, can profit from the simple dependability, the silent operation, of Con-Tac-Tor Controls. Write for Bulletin 121 and full information.

ABSOLUTE CON-TAC-TOR CORPORATION
ELKHART, INDIANA

VALERIUS CORP. WILL SHOW NEW ICE CREAM CABINETS AT CLEVELAND

Valerius Corp., Jefferson, Wis., manufacturers of Ice-O-Matic soda fountains and other refrigeration units will display at the Dairy Industries Exposition in Cleveland, a new three-temperature restaurant cabinet for ice cream, bottled goods and soft drinks, fitted with water draft arm and cooler, and three butter drawers for individual service, in addition to a line of three-temperature ice cream cabinets in four, six and eight, ten and twelve holes.

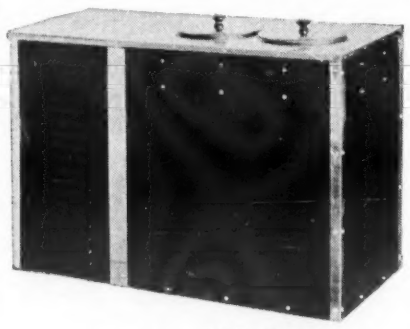
These products are the work of T. L. Valerius, who for the past forty years has devoted his time to designing dairy products machinery.

Valerius will hold its exhibit in spaces 6-D 1, 2, 3, and 13. T L. Valerius will be at the booth throughout the week as will L. A. Forsyth, general sales manager, and James Lloyd, service manager. The following branch managers will also be at the exhibit: K. P. Lewis, New York; C. P. McGuinness, Charlestown, Mass.; J. S. Beattie, Detroit; C. P. Streed, Chicago; W. E. Neeley, Memphis, and Walter von Meyer, Milwaukee. Gordon Muir, vice-president of the Van Allen Co., advertising and merchandising counsel to Valerius Corp., will also be in attendance.

SAVAGE USES FRICTION DRIVE ON MERCURY TYPE CONDENSING UNIT

The line of ice-cream cabinets and compressors produced by the Savage Arms Corporation, Utica, N. Y., has been designed to offer to the user a cabinet for every location or need.

The cabinets are built of angle iron with 3½ inches of cork insulation. The exterior is finished with baked enamel steel sides and monel metal top and trimmings. A feature is the refrigeration storage



Savage Two-Hole Cabinet

agent which is a jelly-like substance which is sealed in the cooling tanks at the factory. It does not deteriorate, never has to be removed nor replaced and is claimed to have several times the storage capacity of the same weight of brine or alcohol.

The Savage mercury compressor is a refrigerating machine of distinctive design having no internal moving parts such as pistons and flapper valves.

The compressor is driven by a one-quarter horsepower motor. It draws from 240 to 250 watts and, on an 8-hole cabinet at 4 degrees F. in a 75-degree F. room, the power consumption is said to be about 2.5 k. w. h. per day. Instead of the usual belt or gear drive, the Savage has a friction drive, which permits the use of a temperature speed control which automatically adjusts the speed with room temperature.

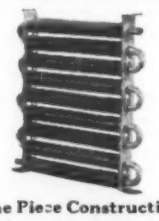
Automatic operation of the system is provided by the use of the Mercoid temperature control.

NOVOID CORKBOARD

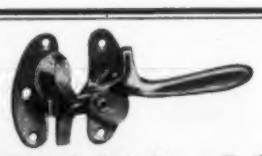
For all commercial jobs you will find NOVOID Corkboard Insulation the most satisfactory insulating material for the purpose. It is convenient to use. It comes in 12"x36" and 24"x36" sheets, in 1", 1½", 2", 3", and 4" thicknesses. Shipped in strong fibre containers, each containing 72 board feet. Samples on request.

Write for Catalog E-2
CORK IMPORT CORP.
345-349 W. 40th St., New York
Branches in Principal Cities

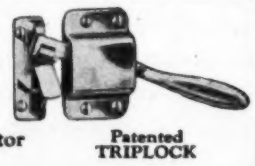
Specify
ROME CONDENSERS



One Piece Construction
Rome Turney Radiator Co.
ROME, N. Y.

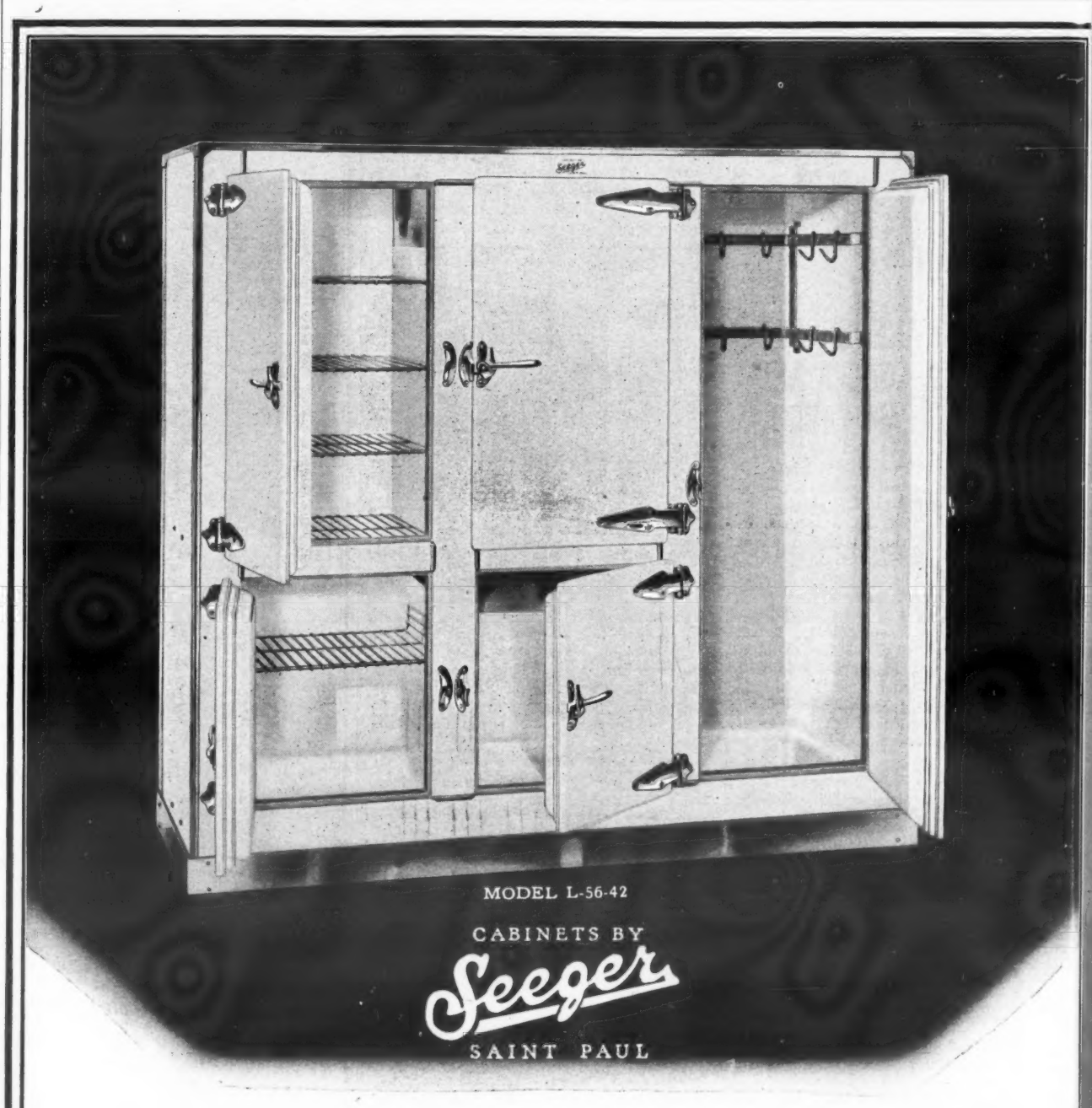

Patented—Springless Automatic

Builders of Distinctive Refrigerator Hardware *for*


Patented TRIPLOCK

Electric Refrigeration

WINTERS & CRAMPTON MFG. CO.
GRAND RAPIDS, MICH.



The New Line of All Porcelain Commercial Cabinets—An Ideal realized by Seeger—and the result of modern factory facilities, thorough research work, continuous study, many years practical experience, skilled craftsmanship and expert engineering, combined with a strong desire and untiring effort and striving to create and produce a Cabinet incomparable in design, endurance and performance.

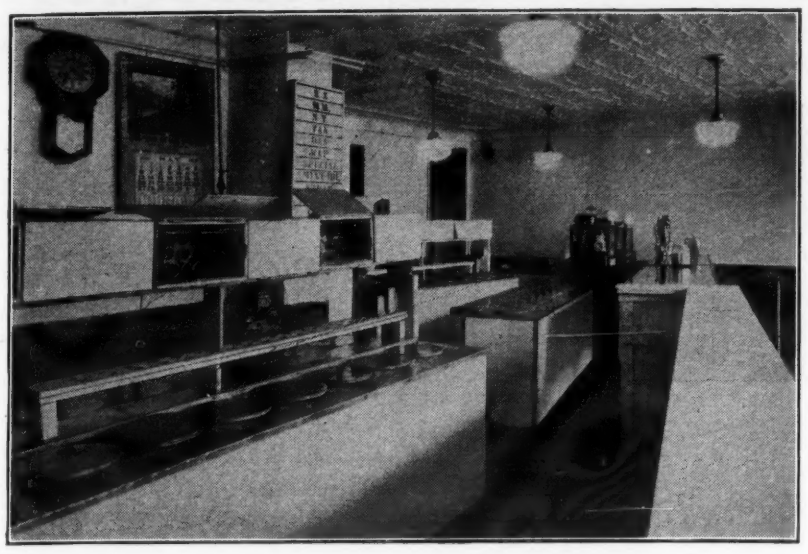
For Hotels, Restaurants, Clubs, Shops, Hospitals, Grocers and Florists—An innovation in progressive refrigeration engineering—A worthy achievement by Seeger, unmatched and unsurpassed.

For quick sales, good profits and consumer satisfaction—All Porcelain Commercial Cabinets by Seeger, Stock Selection or Built-to-Order.

SEEGER REFRIGERATOR COMPANY

NEW YORK 389 Madison Ave. | BOSTON 26-28 Providence St. | ATLANTA 392-4-6 Spring St. N. W. | LOS ANGELES 1340 E. Sixth St. | CHICAGO 228 No. LaSalle St. | SEATTLE 1119 Fourth Ave.

750,000 Cones Served in One Year From These Servel Cooled Cabinets



Six ice cream cabinets, each of which holds eight cans of ice cream, totaling 240 gallons, are used by the Geiger Cone Shop at LaGrange, Ill.

A reserve up to 55 cans or 275 gallons of bulk cream and 20 gallons of brick cream is held in a special cold storage. The ice cream is prepared according to the specifications of the Geiger Shop.

Last year 750,000 cones and more than 10,000 cans or 50,000 gallons of ice cream were served. The cabinets are all cooled with Servel units. Often the covers are left off for hours at a time to enable the quick service demanded.

One model No. 75 water cooled Servel unit chills the reserve supply refrigerator which is 7 feet by 6 feet by 6 feet. Two model No. 75 water cooled Servel units operate four 8-hole cabinets and two model No. 15 Servel units cool two 8-hole cabinets. All are straight line or single row cabinets.

Absopure Offers Cabinets in Sizes From Two to Twelve Holes

The line of ice cream cabinets offered by the Absopure Frigerator division of General Necessities Corp., Detroit, includes cabinets complete with condensing units in sizes from two to twelve holes.

The six hole double row cabinet shown here is approximately 29 inches high, 29 inches wide and 41 inches long. The approximate dimensions on the condensing unit shown are height, 20 inches, width, 18 inches, length, 30 inches.

The cabinet is constructed of Wilder metal as are the brine tank and ice cream can sleeves. Insulation is of three-inch corkboard cemented to the brine tank on the inside and to the exterior metal on the outside.

The top of the cabinet is of wood two inches thick with linoleum glued to it. An angle strip of Monel metal extends around the top of the cabinet. The exterior finish is dark green lacquer.

The compressor is a two-cylinder reciprocating type driven by a ½-h. p. motor at a speed of 430 R. P. M. The condenser is either air or water cooled. Methyl chloride is the refrigerant. The temperature of the brine is controlled by an automatic thermostat. The freezing unit is a continuous copper coil with an automatic expansion valve.

Absopure 6-Hole Cabinet with Condensing Unit

Service Manager Offers Prize for Neatest Job

E. A. Blakney, service manager for the Frigidaire Corp., in Portland, Ore., in order to keep up the interest of his men in doing neat work, offered a special prize of $10 to the one who, during the months of August and September, completed the job that was the neatest, the service men acting as the judges.

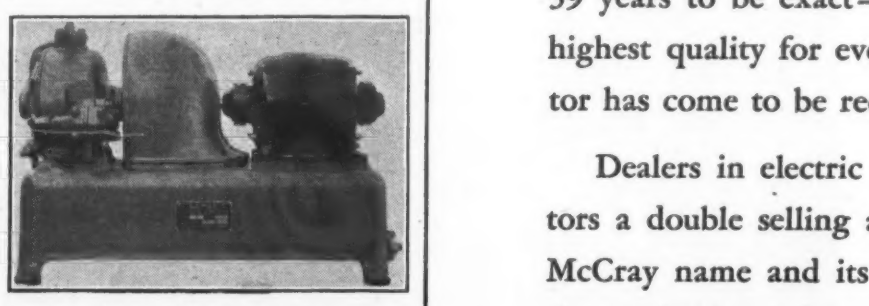
The leading refrigerator manufacturers are buying
BOSLEY'S
"Ice Saver" Gasket
for it is the best uniform quality insulation
Write us
The D. W. Bosley Company
1901 Carroll Ave. Chicago, Ill.

CLIMAX MACHINES ARE OF BOTH ROTARY AND RECIPROCATING TYPES

The Climax Electrical Refrigeration Co., Clinton, Ia., offers a line of compressors ranging in capacity from seventy-five lbs. ice melting effect, to four tons, in each case the motor and compressor being mounted as a unit on one base.

Model "D" shown here is representative of the smaller machines. This model is operated with a ½ H. P. motor, has a capacity of 500 lbs. ice melting effect and uses methyl chloride as a refrigerant. Smaller units practically identical in construction are available in 75, 150, and 300 lb. sizes.

These machines all have the rotary type compressor direct connected to the motor which makes it possible to mount them in a compact style. The condenser is of the radiator type and is mounted under the base. These units are entirely automatic in operation. A float valve is used for the liquid control and either a thermostat or pressure control is used for the electric control.



Climax Model D Unit

Climax Model B Unit

The model "B" machine also shown here is an ammonia unit of two-ton capacity. This machine has a reciprocating type compressor and is belt driven. Other ammonia machines are offered by the Climax company in one-half, one, and four-ton capacities.

Oil Burner Store Will Sell Electrolux

The Sherman Silent Automatic Heating Co., of Madison, Wis., now have the distributing rights of the Electrolux. Because of the comparative cheapness of gas in Madison, the gas operated refrigerator it is believed, will be well received.

SAVAGE
MERCURY REFRIGERATION

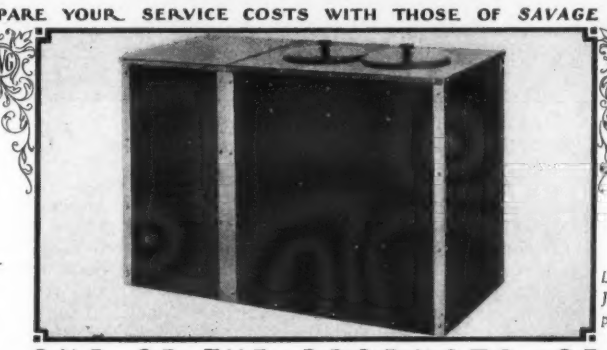
WOULD YOU SPEND A FEW MINUTES TO SAVE MONEY ON YOUR ICE CREAM COSTS?

If you are seriously interested in cutting ice cream costs, a few minutes time spent in space 3 W 11 at the Dairy Industries Exposition will point the way to actual saving of no inconsiderable amount of money.

In space 3 W 11 the Savage Arms Corporation will exhibit the complete Savage line of much talked about Mercury Refrigeration units.

There is one convincing way to prove the economy of Savage Cabinets

COMPARE YOUR SERVICE COSTS WITH THOSE OF *SAVAGE* USERS



Licensed under J. G. DeRemer patents

ONE OF THE PRODUCTS OF
SAVAGE ARMS CORPORATION UTICA NEW YORK

Profit

What does it profit a refrigerator manufacturer who makes the "best" refrigerator, if he does not use PEMCO Porcelain Enamel? Porcelain Enamel & Manufacturing Company, Baltimore, Md.

PEMCO
TRADE MARK REG. U.S. PAT. OFF.

In Commercial Refrigerators *it's* McCRAY

INQUIRE WHERE YOU WILL, in the field of commercial refrigerator manufacture, the name which commands instant and undisputed respect is McCray.

This is a prestige and position won by more than a third-of-a-century—39 years to be exact—devoted to building refrigerator equipment of the highest quality for every purpose. The McCray nameplate on a refrigerator has come to be recognized everywhere as the sterling mark of quality.

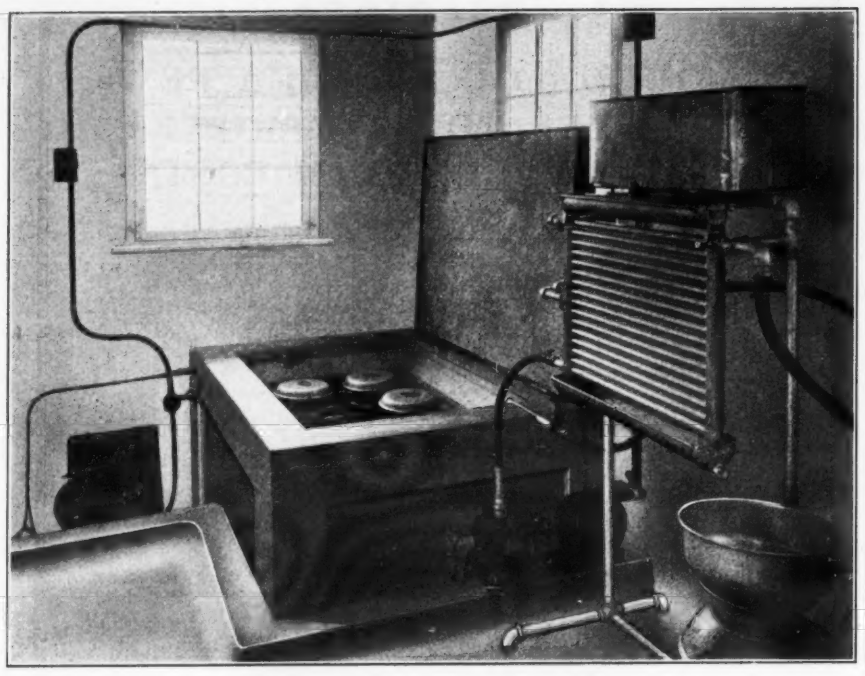
Dealers in electric refrigeration of any type find in McCray refrigerators a double selling advantage: first in the immediate acceptance of the McCray name and its prestige, and second in the enduring efficiency of the service it renders. Pure corkboard insulation is used in every McCray.

McCray builds refrigerators in many styles and sizes for every purpose—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, and homes. Write for catalogs and details.

McCRAY REFRIGERATOR SALES CORPORATION
Dept. 66. Lake St., Kendallville, Indiana

McCRAY REFRIGERATORS

Esco Coolers Operate With Any Small Condensing Unit



Esco Cooler Connected with Aerator

The Esco Cabinet Co., West Chester, Pa., presents a line of milk cooling cabinets accommodating from two to fourteen cans of milk. These cabinets are offered to electric refrigerator distributors and dealers to be installed and operated with practically any make of condensing unit. They are shipped complete with cooling coils, thermostatic control and expansion valve and only two connections are necessary between the compressor and cabinet to complete the installation.

The cabinets are made of twenty-six gauge rust resisting iron insulated with three inches of cork board. The lid of the cabinets is of spruce insulated with two inches of cork board and fastened to the frame with three brass hinges.

The refrigerating coils are one-half inch copper tubing circling the cabinet. A three-quarters inch galvanized pipe located at the end of the cabinet takes care of the overflow.

The cabinets are designed for use either with or without an aerator and various possible hook-ups can be used depending upon the temperature of cooling water available, the amount of milk to be cooled and the temperatures to which it is to be cooled.

SMALL C. P. MACHINES DUPLICATE DESIGN OF THE LARGER MODELS

Self-contained refrigerating units in sizes from one-quarter ton to five tons capacity are offered by the Creamery Package Mfg. Co., Chicago, Ill. The popular quarter and half-ton sizes are miniatures of the larger C. P. compressors. They have two cylinders, suction valves in double trunk pistons and discharge valves in safety heads.

Other features include adjustable connecting rods, drop forged steel crank shaft, metallic shaft packing and the C. P. double tube condenser in a cylinder water jacket. Pistons, valves, safety heads and connecting rods are easily removed through the top of the machine without disturbing the water jacket. Drive is from an electric motor through three "V" belts. These units are regularly furnished for full automatic control through a thermostat.

The quarter ton machine requires a ½ H. P. motor and the half-ton machine use a 1 H. P. motor. Both units occupy a floor space eighteen by thirty-six inches.

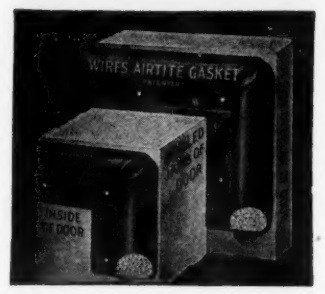
In soda fountain installations these machines provide a zero temperature for brick ice cream and also refrigerate the drinking water, bulk and dipping ice cream and fruit juices keeping them at the correct degree of coldness.

Madison Firm Leads Chicago Frigidaire District

Frigidaire sales for July constituted the largest volume ever attained by the Electric Refrigeration Sales Co., of Madison, Wis. The Madison distributor led the Chicago district which is made up of Wisconsin, Illinois, upper Michigan and Indiana. Mr. Bakke, local manager, qualified for the Frigidaire quota club last year, having the highest individual sales.

Recent orders of the company include thirty-two Frigidaires for the $100,000 Gay Brothers apartment building and twelve for the new University apartments.

Reliable TRADE MARK
CORKBOARD
Manufactured by
Luse-Stevenson Co. 307 N. Mich. Ave., Chicago



Wirfs Gasket
assures
Electrical Refrigeration Efficiency

An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.

Wirfs PATENTED "AIRTITE" Gasket

Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.

E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.

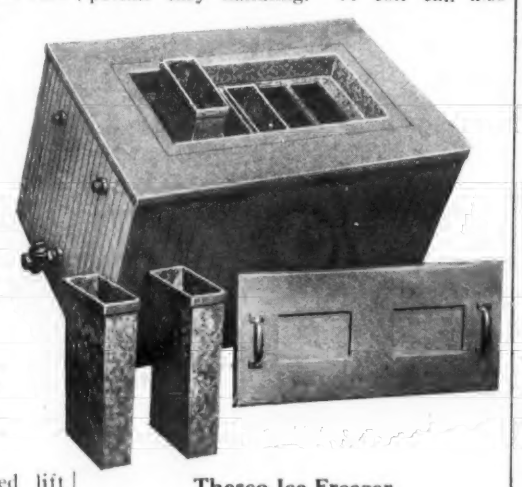
THESCO FREEZERS HAVE CAPACITIES FROM 50 TO 600 POUNDS ICE

Thesco ice freezing units are featured by the C. Schmidt Co., Cincinnati, Ohio, as a means of freezing ice at a cost said to be less than that of buying the same quantities from an ice company. The units require only a small space and the overhead area can be limited, as the 20-lb. cans are easily handled from the floor. With this size can, ice is frozen quicker and clearer with raw water than when larger sizes are used.

The Thesco ice freezing tanks are constructed with a beaded flooring painted exterior. The interior is lined with 16 gauge Armco galvanized iron. The space between the exterior and interior linings is insulated with a 5-inch thickness of cork applied in one 2-inch and one 3-inch layer, with all joints sealed with asphalt cement, and with a layer of insulating paper on each side. This insulation is applied with broken or staggered joints, which forms a continuous insulation, eliminating any leaks through the wood studs of the walls.

The top is arranged in insulated lift covers, the number depending upon the size of the tank. These covers are of the overlapping gasket packed type, fitted with two heavy japaned handles. When ammonia refrigeration is used, an expansion coil of continuous welded, extra heavy pipe tested to 150 lbs. pressure, is arranged in these tanks, properly supported with wrought iron stands. When SO_2 refrigeration is used, a copper coil with accumulator is used. The top of the tank below the cover is made watertight, so that when a can is dropped into the opening the brine from the tank will not overflow into the ice-making cans.

The ice cans are constructed of Armco galvanized iron, properly riveted, and soldered watertight. They are reinforced at the top with a heavy galvanized wrought iron band and are provided with two lifting holes and a lifting hook which permit easy handling. A coil can also be furnished to fit these cans for cube ice when desired.



Thesco Ice Freezer

These units are made standard in four sizes, 50, 100, 300 and 600 pounds capacity.

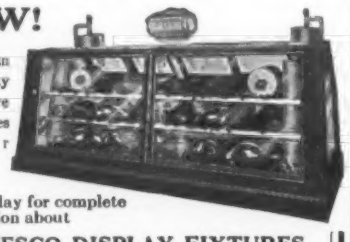
Boston Copeland Distributor Forms "Can Doers" Social Club

The Beaudette & Graham Co., Boston, Mass., distributors of Copeland electric refrigeration, has formed the Boston "Can Doers" Social Club.

The "Can Doers" were organized by A. M. Taylor, director of advertising and sales promotion of the Copeland Products, Inc., Detroit. Its members are recruited from those who learn the album demonstration written by Mr. Taylor and are able to use it successfully. The Bostonians made use of this system and won first place in Class B in the distributors' contest recently conducted by Copeland.

NOW!

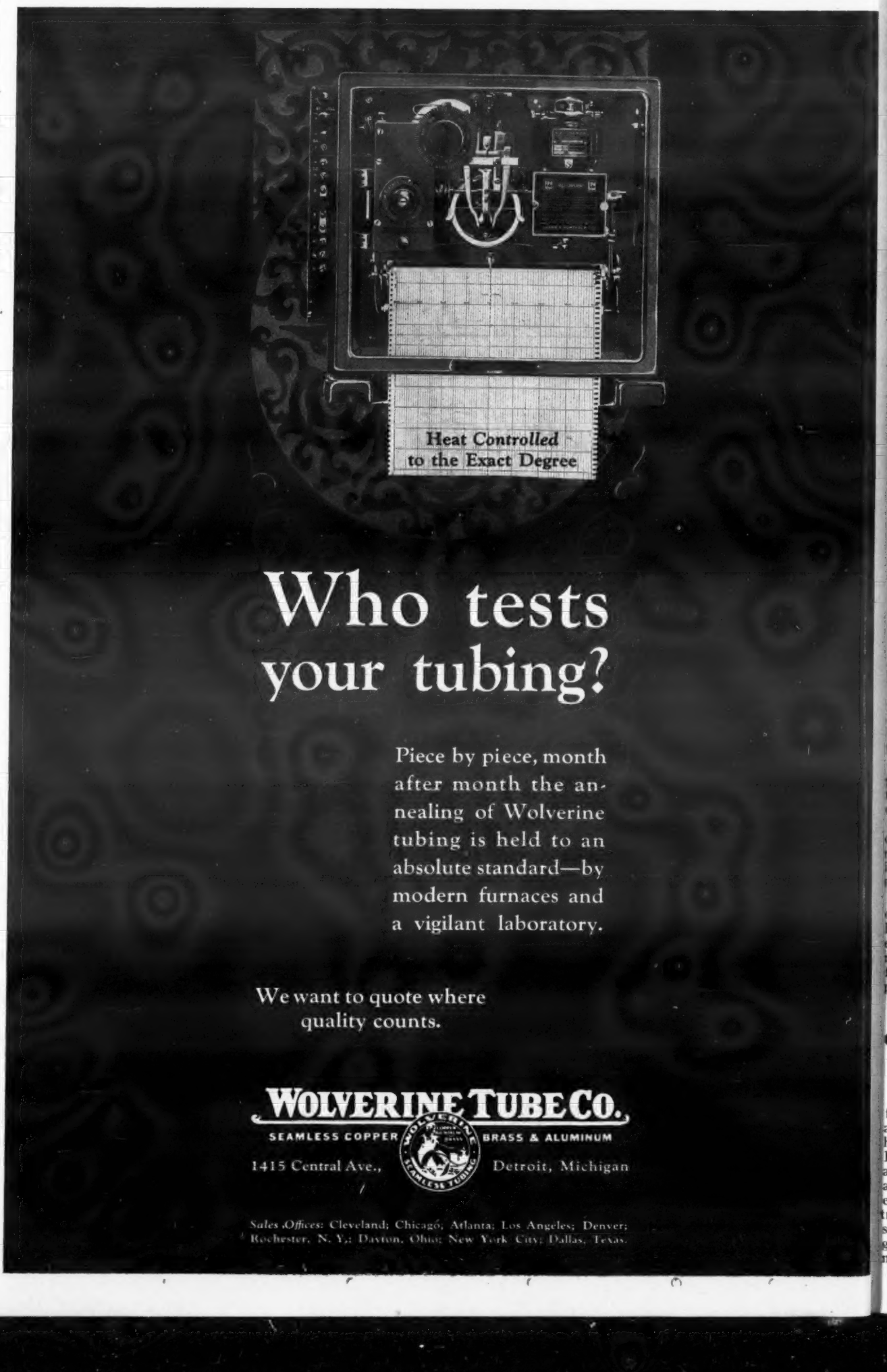
Here is an opportunity to assure bigger sales and a better profit.



Write today for complete information about

THESCO DISPLAY FIXTURES
The C. SCHMIDT COMPANY
John and Livingston Streets — THE HOME OF THESCO PRODUCTS — Cincinnati, Ohio Est. 1870 Inc. 1907

HOUSEHOLD QUALITY SERVICE COMMERCIAL
HERRICK
THE ARISTOCRAT OF REFRIGERATORS
for
ELECTRIC REFRIGERATION
HERRICK REFRIGERATOR CO.,
1019 Cedar St. Waterloo, Iowa



Who tests your tubing?

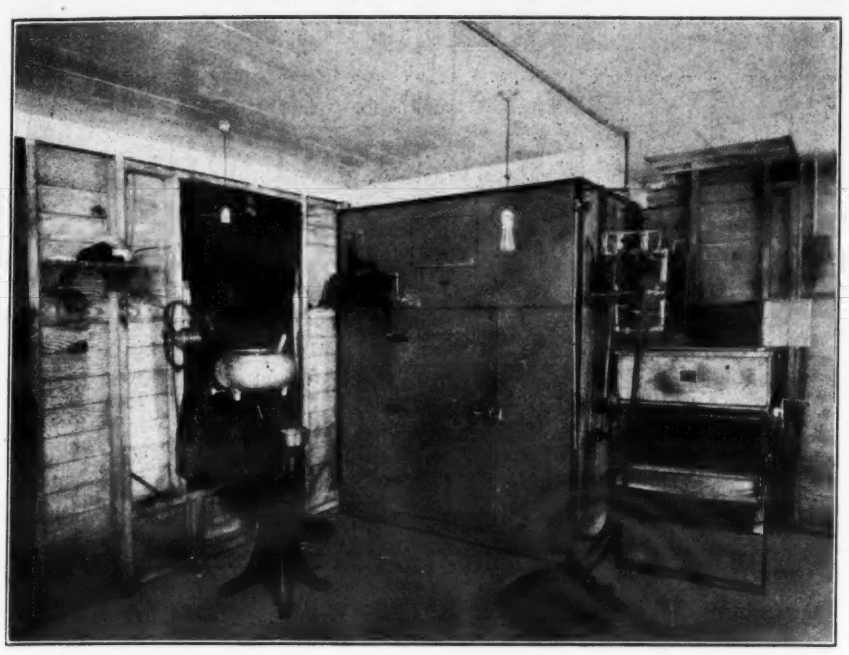
Piece by piece, month after month the annealing of Wolverine tubing is held to an absolute standard—by modern furnaces and a vigilant laboratory.

We want to quote where quality counts.

WOLVERINE TUBE CO.
SEAMLESS COPPER BRASS & ALUMINUM
1415 Central Ave., Detroit, Michigan

Sales Offices: Cleveland; Chicago; Atlanta; Los Angeles; Denver; Rochester, N. Y.; Dayton, Ohio; New York City; Dallas, Texas.

Milk Quickly Cooled to 40° by Compact Electric Unit



A Frigidaire Equipped Cooler in the S. C. Townley Dairy, Oklahoma City

A combination milk cooler and storage room refrigerated by Frigidaire equipment connected to the power lines of the Oklahoma Gas & Electric Co., and operating on the dairy farm of S. E. Townley, of Oklahoma City, is illustrated here. The storage room was built by the Tolley Engineering Works of Oklahoma City and is insulated with four inches of pressed corkboard, the inner and outer walls both being of metal.

The warm milk is first run through the aerator shown on the upper right-hand side of the storage room. Well water of approximately sixty degrees temperature is pumped through the upper half of the aerator and refrigerated brine of approximately 18 degrees temperature is pumped through the lower half. This cools the milk to below 40 degrees Fahrenheit within a few minutes after it leaves the cows.

After leaving the cooling coils the milk is run into a bottling machine where it is bottled and capped, six bottles being filled in one operation.

A ¼ H. P. motor operates the brine pump to be seen on the upper left-hand side of the storage room. The energy consumed by the complete outfit varies between 250 and 300 K. W. H. for an average production of 750 quarts of milk.

"BILT-RITE" FOUNTAINS USE KELVINATOR AND FRIGIDAIRE SYSTEMS

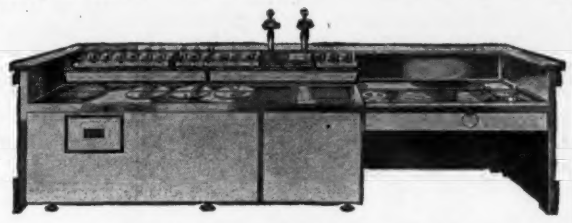
"Built-rite" soda fountains are offered by the Russ Mfg. Co., 5700 Walworth Ave., Cleveland, Ohio, in a variety of sizes and with various combinations of soda and ice cream dispensing equipment.

The "Defiance" and "Superior" models are all designed for use with either Frigidaire or Kelvinator electric refrigeration equipment. The "Defiance" line is of one-piece construction with the work-board and counter frame an integral part of the outfit. The "Superior" line is constructed as a unit with the work-board separate, the combination making a complete fountain interior with which a standard marble counter may be used.

The Russ "stub-tank" construction insures the desirable dipping temperature with the ice cream held at a uniform consistency from top to bottom in each can. The brick compartment provides storage for seventy-two quarts of brick or two five-gallon cans at a zero temperature.

Russ cabinets are designed so that under normal conditions draft arm service will be supplies at between 38 and 42 degrees. Bottled drinks are maintained at a dry temperature of 35 to 40 degrees.

The Frigidaire or Kelvinator cooling unit is accessible from the outside of the fountain through a small panel. Copper tubing running through ducts in the near-side of the fountain cabinet connects the boiler with the compressor. Removable galvanized iron pans on the floor of the ice cream containers provide protection against puncturing and make cleaning easy.



Typical "Bilt-Rite" Soda Fountain

C P Refrigeration

Self-Contained Units from 500 pounds to 4 tons ice melting capacity. Ammonia or methyl chloride refrigerant.

Over 30 years in the refrigerating machine business.

We invite the live wire dealer who seeks to build a permanent business to get in touch with us.

THE CREAMERY PACKAGE MFG. COMPANY

1243 West Washington Blvd. Chicago, Ill.

Millard Bennett Joins Servel Sales; F. G. Parker Promoted

Millard Bennett has been appointed as special sales representative on merchandising by Servel Sales, Inc., Evansville, Ind. Mr. Bennett recently resigned his position as division manager of Rex Cole, Inc., New York, N. Y. Prior to that connection he was president of Kelvinator of Queens, Inc., New York, N. Y.

F. B. Parker, district manager for Servel in New England territory, has been promoted to district manager of that territory.

TRADE EXTRA DRY ESOTOO MARK

THE PUREST

SULPHUR DIOXIDE

Analysis Guaranteed

We have an agent, with our product in stock, near you
Wire us where we can serve you

VIRGINIA SMELTING CO., WEST NORFOLK, VA.

F. A. EUSTIS, *Secretary* 131 STATE ST., BOSTON 2 RECTOR ST., NEW YORK

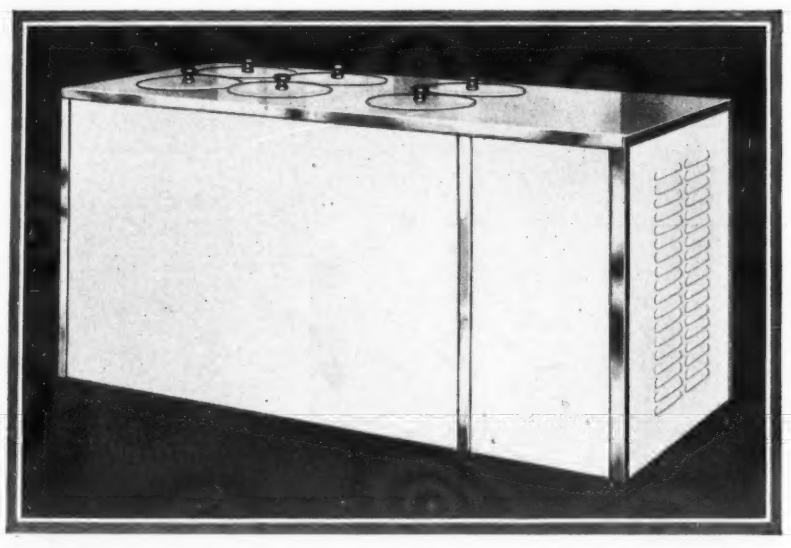
MOTORS METAL BUILDS ICE CREAM CABINETS TO CUSTOMERS ORDER

Representative of the ice cream cabinets manufactured by the Motors Metal Mfg. Co., Detroit, Mich., is the 6-hole model shown here. This cabinet may be had in rust-proof steel finished with white porcelain or with black baked enamel. The frame is of angle iron with strong electrically welded joints. The tank is of sheet copper or sheet galvanized iron. Heavy corkboard insulation is used. The trimming is of Monel metal.

The Motors Metal Mfg Co. builds complete cabinets to the customer's specifications or will supply parts from which the cabinet may be assembled.

In addition to the manufacture of ice cream cabinets, the Motors Metal Co. makes to the customer's specification such items as condensing unit bases and guards and all types of stamping.

Typical jobs by this company will be displayed in their booth at the Cleveland Dairy Industries Convention. The Marentette Co., 3506 Gibson St., Detroit, manufacturers of wood tops in sections for ice cream cabinets, will share the display of the Motors Metal Co.



Typical Motors Metal Cabinet

Waco Dealer Takes His Display to the Prospect

Unable to get the owner of a large business establishment in a near-by town to look over the Copeland line, Mr. Floyd, of Ward-Dossett & Floyd, of Waco, Tex., loaded three different types of Copeland units onto a truck and took them to the merchant. The journey resulted in a good-sized order for equipment.

Ochiltree Electric Co. is Host to Dealers at Pittsburgh

General Electric refrigerator dealers from western Pennsylvania attended the annual winter sales meeting and banquet held by the Ochiltree Electric Co., General Electric distributors in Pittsburgh, Pa., at Webster Hall on Sept. 28. The speakers at the meeting from the electric refrigeration department of the General Electric Co., Cleveland, Ohio, were W. J. Daily, sales promotion manager; T. K. Quinn, general manager; P. B. Zimmerman, sales manager, and A. Taft, engineer.

Mineral Wool

assures

Perfect Insulation for Cold Storage Construction

The low thermal conductivity necessary for maximum insulating efficiency is ideally supplied by this indestructible, vermin-proof and entirely mineral material.

Mineral Wool is rated 6.3 B. T. U. by the U. S. Bureau of Standards and the low cost makes its use a real economy.

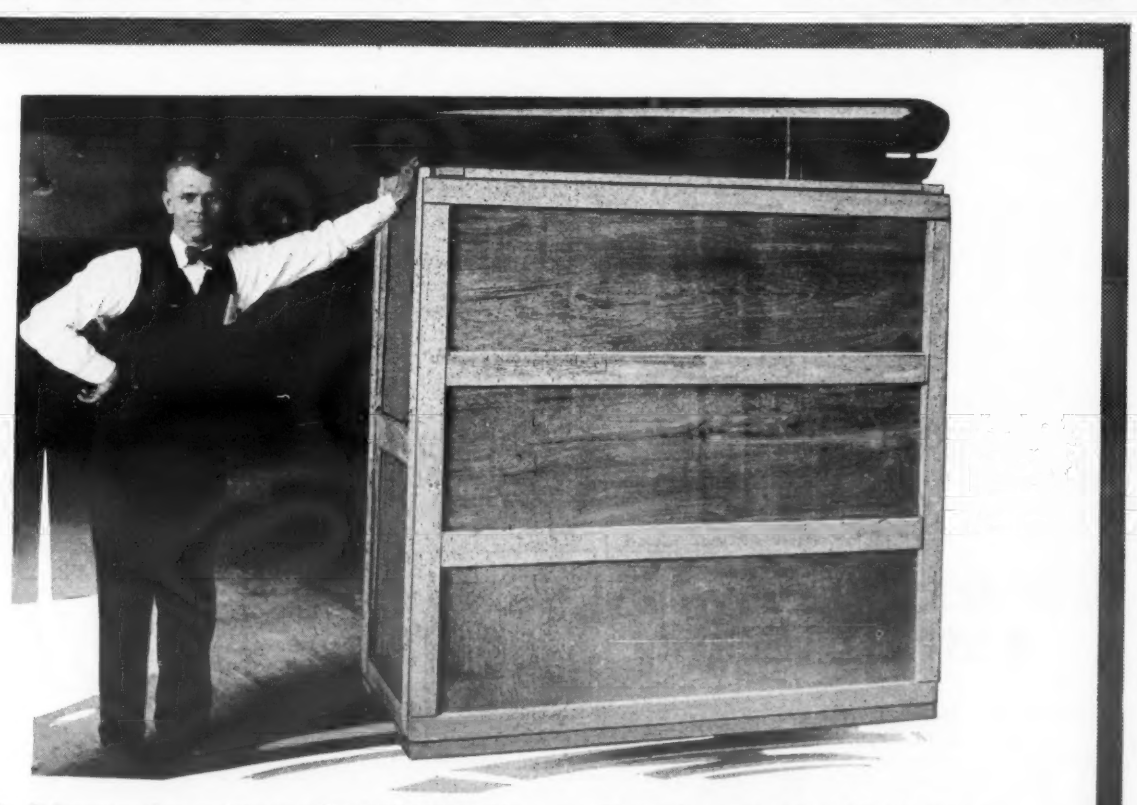
Send for sample and descriptive folder.

U.S. MINERAL WOOL CO.

280 Madison Avenue, New York

Western Connection; Columbia Mineral Co., South Milwaukee, Wis.

ATLAS REFRIGERATOR CASES



An Atlas Refrigerator Case containing a KELVINATOR of large size. Photo taken in their Grand Rapids factory.

Look at this one!

"It's a great box. And it gives *'some'* protection to refrigerators. No dirt and dust can get in here. It's weather-proof, too. And it'll stand more racking than any crate I ever saw. There's a Kelvinator inside. A good big one—an' heavy."

Ship your next order in Atlas Refrigerator Cases and compare these modern containers with your present packing methods. Check each operation from the time you receive the shooks—or assembled cases if you prefer—until your agent or dealer puts your product upon his display floor. You will soon see why Atlas Refrigerator Cases are a genuine economy to both manufacturer and dealer.

May we give you specific examples? Ask for our representative to call.

Atlas Packing Cases

CARRY THE WEIGHT - SAVE FREIGHT

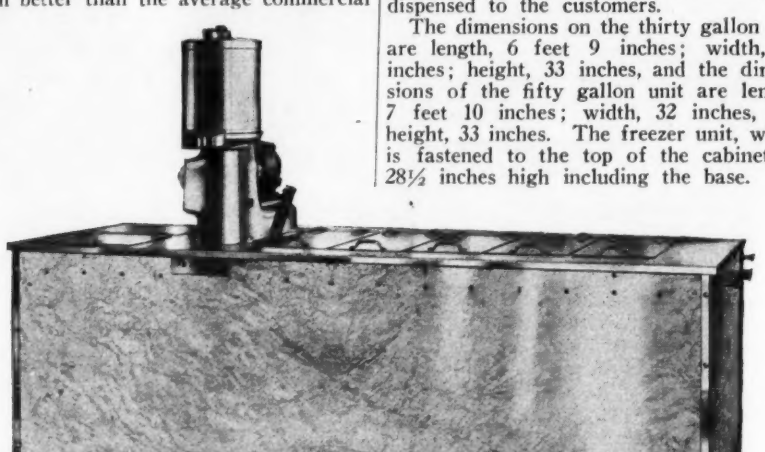
ATLAS PLYWOOD CORPORATION

PARK SQUARE BLDG. BOSTON, MASSACHUSETTS

New York Office, 90 West Broadway - Chicago Office, 649 McCormick Bldg. - Southern Division (formerly Empire Mfg. Co.) Goldsboro, N. C.
Branch Factories: Grand Rapids, Mich. Bloomington, Ind. Jamestown, N. Y. and in nine other cities

RETAILER CAN MAKE HIS OWN ICE CREAM WITH TAYLOR FREEZER

A piece of equipment for the ice cream retailer which it is claimed makes an ice cream better than the average commercial product and at a price considerably below the cost of ordinary ice cream and which in addition reduces or eliminates shrinkage and dipping losses for the retailer is the Taylor Freezer shown in the accompanying illustration, manufactured by the Taylor Freezer Corp., Beloit, Wis.



The Taylor Electrically Refrigerated Ice Cream Freezer

The outfit is available in thirty and fifty gallon sizes. The average ice cream dealer will, in using the Taylor freezer, secure his ice cream mix from a local dairy or other nearby source, and this is stored in the mix storage compartment. To one and one-half gallons of mix, the desired flavoring is added and the fluid is placed in the filler hole at the top of the freezer. Electric power is then turned on, starting the brine pump and freezer.

In about nine minutes, three gallons of cream may be drawn off into cups or cans. The cream is then placed in the compartments in the cabinet for a few hours to harden, after which it may be dispensed to the customers.

The dimensions on the thirty gallon unit are length, 6 feet 9 inches; width, 32 inches; height, 33 inches, and the dimensions of the fifty gallon unit are length, 7 feet 10 inches; width, 32 inches, and height, 33 inches. The freezer unit, which is fastened to the top of the cabinet, is 28½ inches high including the base.

The cabinet is finished in either black, white, or marble finish enamel, with Monel metal top and trim. The freezer itself is made of solid nickel alloy.

The simple construction of the freezer is said to make it quite easy to clean. The beater and dasher can be removed as a unit.

A Lipman model 75 condensing unit refrigerates the freezer on daily outputs up to 20 gallons. For a 35 gallon daily output the Lipman model 200 unit is standard equipment.

LIPMAN AND FRIGIDAIRE UNITS USED WITH RED CROSS SODA FOUNTAIN

Illustrated here is the Red Cross metal frame creamer unit, equipped with Frigidaire electric refrigeration and manufactured by the Bishop & Babcock Sales Co., Cleveland, Ohio. A ½ H. P. Frigidaire compressor is used with this fountain.

Red Cross Fountain Fitted with Frigidaire Coils

The temperature of the bulk cream compartment is maintained at a point most suitable for dipping while a lower temperature is provided for the brick cream compartment. The large storage section provides ample space for bottled goods. Individual soda and water coolers supply cold soda and drinking water. The refrigeration line in the bottom of the pump rack provides the proper temperature for fruits and syrups.

Corkboard insulation is used. All metal contacts are broken by use of a non-conductive material. Heavy plates of sheet iron are placed in the bottom of each copper jacket to protect the bottom from the careless dropping of ice cream cans. If necessary, the boilers can be removed without disturbing the creamer top. The Red Cross brine tank is made of two pieces of heavy tinned copper, one for the side walls, and one for the bottom, carefully double seamed and soldered.

The Bishop & Babcock Co. also offers a "Dry System" creamer unit refrigerated by a Model 50-G Lipman compressor, manufactured by the General Refrigeration Co., Beloit, Wis.

HAVEN MILK COOLER IS SIMPLE TO INSTALL

The Haven Manufacturing Co. of Milwaukee, Wis., is manufacturing a machine especially fitted for the cooling of milk on farms. In operation the machine is used to cool the water and to freeze a quantity of ice around the cooling coils. The cans containing milk are then immersed in this ice water and may be cooled from 90 degrees to 50 degrees in approximately two hours. The apparatus is of a simple type capable of being used and installed by the average farmer.

Haven Unit Milk Cooler with Tank

In case service is required, the complete unit can be removed from the tank and returned to the dealer or manufacturer and replaced with another unit as may be necessary. There are no pipe connections to make in installing the system, nor any to be disconnected when removing the machine.

This system can be used with or without surface milk coolers, and each unit will cool from 8 to 12 ten-gallon cans of milk per day depending on the temperature at which the milk is entered into the tank.

The Haven Manufacturing Co. furnishes a complete line of insulated tanks, or the tanks may be built locally under plans and specifications furnished by the Haven company. In some cases existing tanks may be used.

J. W. Taylor Named Assistant Manager of Universal Cooler

J. W. Taylor, of Detroit, has been appointed assistant manager of the Universal Cooler Corp., Detroit, Mich., and will be in charge of branches and distributors.

Frigidaire Men Close Big Deal for Pittsburgh Club Installation

W. C. O'Brien, special sales representative, and F. E. Lynn, engineer, both of Pittsburgh, were successful in closing a large order for Frigidaire equipment in the Keystone Athletic Club, Pittsburgh, Pa. This order includes twenty-one compressors, 45 coils, one No. 6 water cooler and one LP-5 complete.

FLINTLOCK CONDENSERS

Efficient—Economical
Compact

Greater Efficiency at Less Cost

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION
4461 W. Jefferson Ave.
DETROIT, - - MICH.

Mueller

Makes a *Complete* Line of
Forged Valves and Fittings
For Mechanical Refrigeration

It has been our privilege to serve practically all the electric refrigerator manufacturers, many of them since their first entry into this field.

Experience is the Extra Added Ingredient in Mueller Mechanical Refrigeration Fittings

They are especially designed for this class of work!

Mueller Multiple Shut-Off Valve Connector

The Mueller Connector is designed for use in multiple installations in apartment houses, etc. In the case of vacant apartments on the multiple line, the valve of the vacant apartment can be closed off, thus permitting an uninterrupted flow of the refrigerant.

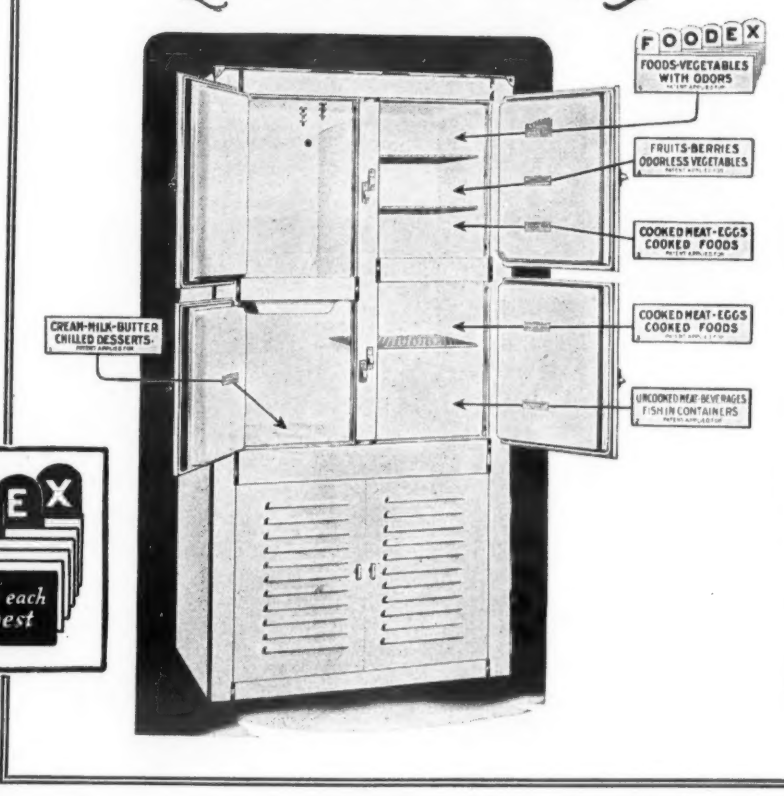
Remember, we manufacture a complete line of valves and fittings. We can supply you every requirement.

Send us samples or blue prints for quotation

Mueller Brass Co.
PORT HURON, MICH.
THREE GENERATIONS OF BRASS MAKING

ALASKA'S 51st YEAR

[FOODEX]



FOODEX
Tells You Where *each food keeps best*

All alone
because of FOODEX

EVERY cabinet in the new Alaska line for 1929 is obtainable without extra cost with the new Alaska Foodex feature.

This is an automatic food arrangement index on the inside of the cabinet doors. It "tells you where each food keeps best." Wins the interest of every housekeeper instantly and helps make sales.

No other cabinet has Foodex. It is Alaska's property exclusively and legally protected.

Small wonder that the colorful, smart designs of the new Alaska cabinets are receiving such a royal welcome.

If you would learn how Alaska cabinets with Foodex can help your sales, write or wire at once for our new proposition.

THE ALASKA REFRIGERATOR COMPANY, *Muskegon, Michigan*

BRANCH OFFICES
New York, N. Y. 206 Lexington Ave. — Detroit, Mich. 2842 W. Grand Blvd.
Chicago, Ill. 1508 American Furniture Mart Bldg. — Minneapolis, Minn. 603 Lumber Exchange
Dallas, Texas Santa Fe Furniture Mart — St. Louis, Mo. 2029 Belleview Ave.

CORK-BOARD INSULATED
ALASKA
ELECTRIC CABINETS

LASSEN — TEMPERATURE — PRESSURE — CONTROLS
POSITIVE RANGE AND DIFFERENTIAL ADJUSTMENT
NON-DETERIORATING MERCURY TUBE SWITCH—MEET ALL REQUIREMENTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET DETROIT, MICH.

DAIRY AND ICE CREAM EQUIPMENT DIRECTORY

Note: Additional directories of the different classifications of electric refrigeration equipment will appear each issue during the remainder of 1928. A complete directory of all classifications will be published Jan. 2, 1929.

Acorn Opalite Metal Specialties Co., 1052-54 W. Monroe St., Chicago, Ill.
Manufacturers of commercial refrigerators, display cases, ice cream cabinets, soda fountains, water, milk, salad, fruit and bottle coolers.

Allsheet Metal Mfg. Co., 2949-53 Elston Ave., Chicago, Ill.
Manufacturers of refrigerated soda fountains, ice cream cabinets, combination ice cream and bottle coolers, mechanically refrigerated restaurant coolers for ice cream and water, galvanized box linings, interiors, carbonators, syrup pumps and fountain parts.

American Engineering Co., Kensington Station, Philadelphia, Pa.
Manufacturers of JURUICK commercial, ice cream and soda fountain units.

Automatic Freezer Corp., 1716 Ford Bldg., Detroit, Mich. Branch office, Hillsdale, Mich.
Manufacturers of CARE FREE electric refrigeration units for ice cream cabinets.
M. T. Watson, pres.; F. R. Woods, vice-pres.; A. J. Prentice, secy. and treas.

Baker Ice Machine Co., Inc., 3601 N. 16th St., Omaha, Nebr.
Manufacturers of BAKER SYSTEM electric refrigeration units for commercial, ice cream and soda fountain use.

Bishop & Babcock Sales Co., 4901-15 Hamilton Ave. N. E., Cleveland, Ohio. Branch offices, New York, Chicago, St. Louis, St. Paul, Minneapolis, Denver, Dallas, Cincinnati, Atlanta, Pittsburgh and Kansas City.
Manufacturers of RED CROSS electrically refrigerated soda fountains.
A. G. Bean, pres. and gen. mgr.; F. H. Teagle, vice-pres. and treas.; J. H. Watson, Jr., secy.; J. L. Fuller, sales mgr.. W. A. Haak, adv. mgr.; F. H. Mizer, prod. mgr.

Campbell-Shirk Co., 3200-10 Auer Ave., Milwaukee, Wis.
Manufacturers of commercial, hospital, and special refrigerators for electric refrigeration.

Cincinnati Butchers' Supply Co., 1972-2008 Central Ave., Cincinnati, Ohio.
Manufacturers of domestic and commercial refrigerators, display cases, ice cream cabinets.

Climax Electrical Refrigeration Co., 4th St. at 18th Ave., Clinton, Iowa. Subsidiary of the G. W. Dulany Trust, 111 W. Monroe St., Chicago, Ill.
Manufacturers of CLIMAX Electric Refrigeration units for household, ice cream cabinet, soda fountain, florist, delicatessen and general commercial purposes.

Copeland Products, Inc., 630 Lycaste St., Detroit, Mich.
Manufacturers of COPELAND commercial and domestic electric refrigerators, ice cream cabinets units, water and milk cooler units and refrigerating units for ice cream cabinets, water, milk and bottle coolers, display cases.
W. R. Wilson, chairman of board; G. W. Mason, pres.; E. H. Brown, vice-pres., secy. and treas.; W. D. McElhinny, vice-pres. in charge of sales.

Creamery Package Mfg. Co., 1243 W. Washington Blvd., Chicago, Ill.
Manufacturers of refrigerating units for ice cream cabinets, soda fountains, water coolers, display cases and coolers.

Dole Refrigerating Machine Co., 1209 Washington Blvd., Chicago.
Manufacturers of DOLECO refrigerating machinery for commercial and domestic use.

Dry-Kold Refrigerator Co., Niles, Mich.
Manufacturers of DRY-KOLD household and commercial refrigerators and display cases.

Elsinghorst Bros., 138 Broadway Ave., Buffalo, N. Y.
Manufacturers of commercial refrigerators, display cases, ice cream cabinets, soda fountains, water and milk coolers.

Erie Art Metal Co., Erie, Pa.
Manufacturers of DAN-DEE pressed steel refrigeration cabinets.

Erie Metal Furniture Co., Erie, Pa.
Manufacturers of domestic refrigerators and ice cream cabinets.

Esco Cabinet Co., 140 E. Market St., West Chester, Pa.
Manufacturers of ESCO electric milk cooling cabinets.
H. E. Cann, pres.; M. B. Cann, vice-pres.; A. R. Hockenbrock, gen. mgr. and sales mgr.

Eskimo Refrigeration Co., 914 Columbus Ave., Sandusky, Ohio.
Manufacturers of refrigerating units for ice cream cabinets, bottle coolers, display cases.

Eureka Refrigerator Co., Ltd., Owentown, Ontario. Branch offices and showrooms at 42 Colborne St., Toronto, Ont.; 840 Marie Ann St., Montreal, Quebec.
Manufacturers of commercial and household refrigerators, refrigerator display counters, ice cream cabinets.

Excelsior Motor Manufacturing and Supply Co., 3701 Cortland St., Chicago.
Manufacturers of EXCELSIOR refrigerating machines for commercial work.

Frick Co., Waynesboro, Pa.
Manufacturers of commercial electric refrigeration machinery.

Frigidaire Corp., Dayton, Ohio. Subsidiary of General Motors Corp.
Manufacturers of household and commercial electric refrigerators, ice cream cabinets and water coolers.
E. G. Biechler, pres.; R. D. Funkhouser, vice-pres.; C. F. Kettering, vice-pres; C. A. Copp, asst. to pres.; J. A. Harlan, distributor sales mgr.; R. F. Callaway, branch sales mgr.
E. D. Doty, adv. mgr.; L. S. Keilholtz, chief engr.; Thos. B. Fordham, works mgr.

General Necessities Corp., 1560-78 Theodore St., Detroit, Mich.
Manufacturers of ABSOPURE FRIGERATORS for household, commercial, ice cream and soda fountain use; water coolers.

David A. Brown, pres.; A. E. Cole, gen. sales mgr.; E. E. Von Rosen, secy. and treas.; E. A. Wentworth, advertising; H. C. Hayes, chief engr.; T. S. Pendergast, asst. engr. and service manager.

General Refrigeration Co., Beloit, Wis. Factory at South Beloit, Ill.
Manufacturers of LIPMAN automatic electric refrigerating machines for commercial applications.

Gloekler Co., Bernard, 1627-33 Penn Ave., Pittsburgh, Pa.
Manufacturers of GLOEKLER cabinets for household and commercial electric refrigeration, and of commercial display cases.

Hale & Kilburn Co., 1800 Lehigh Ave., Philadelphia, Pa.
Manufacturers of ice cream cabinets, water coolers, and steel stampings.

Hanford Products Co., Sioux City, Iowa.
Manufacturers of ice cream cabinets.

Haskelite Manufacturing Corp., 133 W. Washington St., Suite 819, Chicago, Ill. Factory at Grand Rapids. Mich.
Manufacturers of PLYMETL household and commercial cabinets.

Haven Mfg. Co., 486 Milwaukee St., Milwaukee, Wis.
Manufacturers of domestic and commercial electric refrigerators and milk cooler units.

Hill & Co., Inc., C. V., 306 Pennington Ave., Trenton, N. J. Factory branch office, 386 Broad St., Newark, N. J.
Manufacturers of commercial refrigerators and display cases.

Hussmann, Harry L., Refrigerator Co., St. Louis, Mo.
Manufacturers of commercial refrigerators, display cases and soda fountains.

Iron Mountain Co., 939-1011 E. 95th St., Chicago, Ill.
Manufacturers of ZEROZONE commercial and household electric refrigerators, electric refrigeration units for ice cream, soda fountains, water coolers.

Jack Frost Ice Machine Co., Ltd., 347 Sorauren Ave., Toronto, Canada.
Manufacturers of JACK FROST household and commercial refrigerators, complete units for ice cream and soda fountain use, water coolers, soft drink cabinets.

Kelvinator Sales Corp., 14250 Plymouth Road, Detroit, Mich. Branch offices, New York, Chicago, Atlanta, Boston and Los Angeles.
Manufacturers of refrigerators, commercial and domestic electric refrigerating units, ice cream cabinets and milk coolers.
C. K. Woodbridge, pres. and gen. mgr.; H. W. Burritt, vice-pres. in charge of sales; Merlin Wiley, secy.; B. A. McDonald, treas.; J. A. Corcoran, adv. mgr.; W. D. Mercer, prod. mgr.

Knight, Stanley H., Co., 218 West Superior St., Chicago, Ill.
Manufacturers of soda fountains.
S. H. Knight, pres. and treas.; Leslie Arnett, sales mgr.

Lamson Co., The, subsidiary of American Pneumatic Service Co., Syracuse, New York.
Manufacturers of ice cream cabinet and commercial machines for beverage vending machines.

Liquid Carbonic Corp., 3100 S. Kedzie Ave., Chicago, Ill.
Manufacturers of display cases, soda fountains and bottle coolers.

Lorillard Refrigerator Co., 85 Grand St., New York, N. Y.
Manufacturers of commercial refrigerators, display cases, ice cream cabinets, ice makers, cold storage and cooling rooms.

Mechana-Kold Corp., Bay Shore, New York.
Manufacturers of household refrigerating machines, small commercial machines for display counter use, metal cabinets with machines in bases.

Motors Metal Manufacturing Co., 5936 Milford Ave., Detroit, Mich.
Manufacturers of ice cream cabinets complete, ready for installation in freezing units; unassembled stampings for ice cream cabinets; special cabinets for milk coolers; bottle coolers; metal guards; angle iron bases; sheet metal panels.
R. R. McMath, pres.; G. D. Shannahan, gen. mgr.; N. C. Johnson, secy. and treas.; F. B. Fick, gen. sales mgr.; G. S. Burke, asst. sales mgr.; Vincent Corrado, chief engr.

Narragansett Machine Co., Vale St., Pawtucket, R. I.
Manufacturers of CHILRITE domestic electric regrigerators and refrigerating units for ice cream cabinets, water, milk and bottle coolers.

Nelson, C., Manufacturing Co., 2300 Division St., St. Louis, Mo.
Manufacturers of electrically refrigerated ice cream cabinets, water coolers, and beverage cabinets.

Northey Manufacturing Co., Park Ave. and Bluff St., Waterloo, Iowa.
Manufacturers of NORTHEY water coolers, cold storage rooms, commercial cooling rooms.

Pick, Albert & Co., 208-224 West Randolph St., Chicago, Ill.
Manufacturers of commercial refrigerators, display cases, ice cream cabinets, soda fountains, cold storage and cooling rooms.

Polhemus, P. B. Co., 110 West 34th St., New York, N. Y.
Manufacturers of display cases, ice cream cabinets, water and milk coolers.

Rice Products, Inc., 235 Beaubien St., Detroit, Mich.
Manufacturers of domestic and commercial electric refrigerators, refrigerating units for ice cream cabinets, soda fountains, milk and water coolers, vending machines, ice cube makers, display cases, coolers and bottle coolers.

Russ Manufacturing Co., 5700 Walworth Ave, Cleveland, Ohio.
Manufacturers of BILT-RITE electric soda fountains, back bars, luncheonette equipment, automatic carbonators and fountain accessories.
P. W. Schmitt, secy. and treas.; M. E. Ewing, gen. mgr.; W. A. Schulte, sales mgr.

Savage Arms Corp., Turner St., Utica, N. Y.
Manufacturers of SAVAGE mercury ice cream cabinets and compressors in unit and remote types.
W. L. Wright, pres.; F. R. Phillips, vice-pres.; J. H. Cook, secy.; E. A. MacDonald, treas.; F. F. Hickey, gen. mgr. and sales mgr.; R. B. Wooley, adv. mgr.; C. A. Baldwin, prod. mgr.

Servel Sales, Inc. Executive offices, 51 E. 42nd St., New York City, N. Y. Sales, Advertising Offices and Factory, Evansville, Ind. Branch offices, New York, Chicago, Denver, Dallas, Los Angeles, Oakland and Seattle.
Subsidiary of Servel, Inc., Evansville, Ind., manufacturers of SERVEL electric refrigeration units for household, commercial ice cream and soda fountain uses and water coolers. Also manufacturers of ELECTROLUX absorption type refrigerating units for domestic and household uses.

Sherer-Gillett Co., 1701-09 S. Clark St., Chicago, Ill. Factories at Marshall, Mich.; Herkimer, N. Y., and Guelph, Ontario.
Manufacturers of freezer display and storage cases.

Superior Iceless Refrigerator, Inc., Canton, O.
Manufacturers of SUPERIOR household, commercial, ice cream and soda fountain electric refrigeration, water coolers.

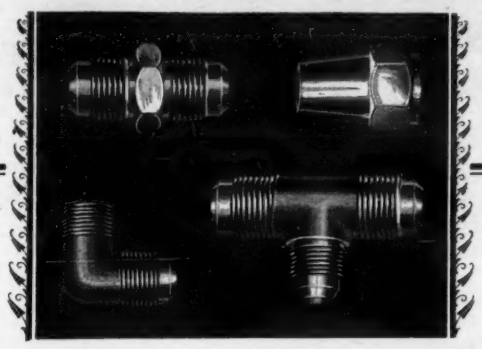
Taylor Freezer Corp., Beloit, Wis.
Manufacturers of the TAYLOR freezer for ice cream.
J. R. Morash, pres.; F. E. Dennison, vice-pres.; J. J. Tyndal, secy. and treas.; D. G. Fifield, sales mgr.; W. C. Moore, adv. mgr.

Universal Cooler Corp., 18th and Howard Sts. Detroit, Mich., and Windsor, Ontario.
Manufacturers of UNIVERSAL electrically refrigerated ice cream cabinets, salt and ice cabinet conversion units and other commercial refrigeration equipment.
C. G. Dunham, pres.; C. M. Johnston, vice-pres. and gen. mgr.; J. W. Taylor, asst. gen. mgr.; L. D. Cook, asst. treas.; Harry Thompson, chief engr.

Valerius Corp., Plymouth St., Jefferson, Wis. Branch offices, 55 West 42nd St., New York; 57 Cambridge St., Charlestown, Mass., and 1414 Eaton Tower Bldg., Detroit.
Manufacturers of ICE-O-MATIC soda fountains, refrigerated luncheonettes, restaurant cabinets, ice cream cabinets.
T. L. Valerius, pres. and gen. mgr.; N. J. Braun, vice-pres.; L. A. Forsyth, secy. and sales mgr.; O. F. Roessler, treas.; Gordon Muir, adv. mgr.; Herman Knueppel, prod. mgr.

Wayne Company, Fort Wayne, Ind.
Manufacturers of domestic electric refrigerators, refrigerating units for ice cream cabinets, soda fountains, water, milk and bottle coolers.

Welsbach Co., Gloucester, N. J. Subsidiary of United Gas Improvement Co.
Manufacturers of WELSBACH electric refrigeration units for household and commercial use; water coolers.



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A CHALLENGE

to Every Manufacturer of Refrigerating Units

In this announcement we make certain statements regarding the superiority of Dry-Zero for insulating refrigerating units. They are made in the superlative—without quarter or subterfuge. To lessen them would be unfair—it would be telling falsehood to gain your confidence through posed modesty. They would be untrue to scientific fact.

(1) ***Dry-Zero has the greatest resistance to heat of any insulant in commercial use.***

(2) ***Dry-Zero is the lightest in weight, and has the greatest resistance to moisture of any insulant known.***

(3) ***Dry-Zero eliminates odor troubles.***

We challenge any manufacturer of refrigerating units to disprove any or all of these statements under any reasonable conditions in competition with any known commercial insulant.

You are after results—the finer the performance of your unit, the greater will be its performance among consumers. The public does not care *how* you achieve efficiency—but it does demand it in the greatest measure. We do not ask you to accept our statements blindly, but we do ask that you let Dry-Zero prove to you that it can and will make your product even finer.

DRY-ZERO CORPORATION
130 North Wells St., Chicago

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Does not compete with but fits in with electrical refrigeration.

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